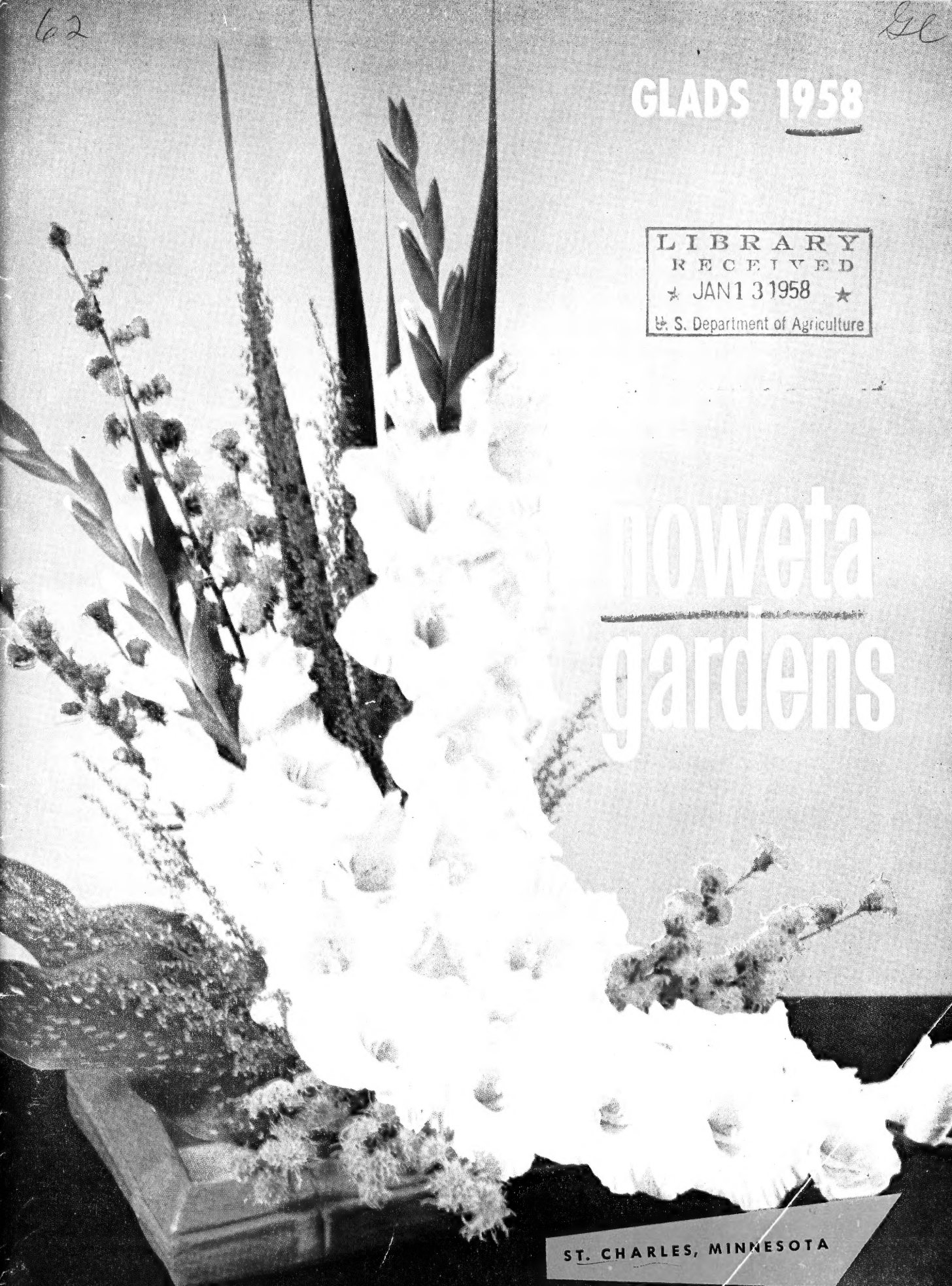


62

GL

GLADS 1958

LIBRARY  
RECEIVED  
★ JAN 13 1958 ★  
U. S. Department of Agriculture



Howeta  
gardens

ST. CHARLES, MINNESOTA



*Valor*

# NOWETA

# Introductions

**OPALESCENT**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (460) (Fischer, 1958) (85 days) (Beauty's Blush x Seedling) To our knowledge, no other glad in commerce today possesses the unique qualities exhibited by Opalescent. Iridescent tones of rose and blue blend softly through the pearly white of the florets. The overall effect is one of serene poise; of beauty so sublimely perfect and awe-inspiring one almost speaks in whispers. Yet, Opalescent is not a fragile flower for its substance is firm and suede-like and its form is deftly moulded and precisely ruffled. As a seedling, Opalescent has never failed to thrill us with its brilliant performance year after year. For height, inflorescence, consistency have all been at a maximum. The cut on page 6 is an accurate illustration of a full spike, while our enchanting Carl Starker arrangement on the cover shows its artistic value but only hints at the delicate opal-hued coloring. To really appreciate Opalescent you must bloom it in your own garden where it will surely win your heart.

(Any size, each \$1.00; 5 for \$4.00)

**SATELLITE**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (451) (Fischer, 1958) (65 days) (Friendship Seedling) The rapid pace of modern life received another jolt with the launching of man-made missiles into outer space. Not to be outdone, we are launching our own Satellite—a bright red one with a white center. You won't need a time schedule to watch this one for but a brief moment, as once it comes into bloom it will be with you until the last floret fades. Being a model grower and an excellent bulb maker, you'll be able to enjoy your Satellite again the following summers, too. From large bulbs, Satellite is one of the first varieties to bloom for us. It is straight, of medium height, with a nicely proportioned flowerhead having 18-20 buds with 5-7 open at once in semi-formal placement. The florets are ruffled and slightly recurved. Their cheery red color is enhanced by the clean white throats. We believe Satellite will be a leading early red cutter, it is earlier than Friendship; and, its quality of bloom will still satisfy the fancier's thirst for beauty.

(Any size, 3 for \$1.00; 12 for \$3.50)

**SAVOY**  $\frac{\star \star \star \star}{\bullet \bullet}$  (369) (Fischer, 1958) (80 days) (Wedgwood x Seedling) Savoy is reminiscent of its famous parent, Wedgwood, though it is several shades darker and somewhat larger. It has the same heavy substance, rich coloring and flouncy frills. It is a clean-cut, fresh-toned, round deep lavender with sharp creamy toy saucers in each throat. A distinctive glad supported by excellent performance. Very moderately priced.

(Any size, 3 for \$1.00; 12 for \$3.50)

Front Cover, a Carl Starker arrangement of **OPALESCENT** with *liatris* and *foliages*.

**WINDERMERE**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (441) (Fischer, 1958) (65 days) (Friendship x Better Times) Windermere has been an outstanding early seedling in our cutting garden for sometime. Not in the upper echelons of pulchritude but a stalwart performer that is sure to win the acclaim of the early cut-flower grower. With us it is slightly larger and several days earlier than its parent, Friendship. Windermere is a round, lightly ruffled, clean pale pink with an enchanting violet fan in the throat. A large stock permits our low introductory price.

(Any size, 3 for \$1.00; 12 for \$3.50)

**VALOR**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (470) (Fischer, 1958) (75 days) (Spic & Span x Burma) From two great parents comes this resplendent, silky, blue-purple whose immaculate ruffling, exuberant vigor, and luxuriant beauty leave little to be desired. This symbol of courage and bravery opens 7-8 round, ruffled recurved florets of heavy substance on tall willowy spikes. For a deep organ tone in the symphony of glad colors, try Valor. It is an indescribably rich color.

(Any size, 2 for \$1.00; 10 for \$4.00)

**HILDEGARDE**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (436) (Baker, 1953) (85 days) (White Gold x Elizabeth the Queen) We have been hybridizing glads for a long time and have found that good reds are difficult to achieve. Having bloomed this Leon S. Baker origination for two years we take pleasure in endorsing and offering it to our many friends and customers. Though registered in 1953 it has never enjoyed a formal introduction. We wonder how a scarlet can result from this combination of parents as neither seems to have this shade in its ancestry, but the parentage does explain the fine smooth, round bulb and husky plant that this variety produces. In the field it is a green hedge row even up to digging time. Hildegard is a magnificent glad and the picture on page 6 in no way exaggerates its resplendent beauty. 7-9 intensely ruffled, glistening scarlet florets are gracefully poised on towering buggy whip spikes.

(Any size, each \$1.00; 5 for \$4.00)

## TREASURE CHEST COLLECTION

1 Opalescent, Any size	.....	\$1.00
2 Valor, Any size	.....	1.00
3 Satellite, Any size	.....	1.00
3 Savoy, Any size	.....	1.00
3 Windermere, Any size	.....	1.00
1 Hildegard, Any size	.....	1.00
13 bulbs, a \$6.00 value, for	_____	\$5.00
Two Collections	_____	\$9.50
Three Collections	_____	\$13.50



**NOWETA**

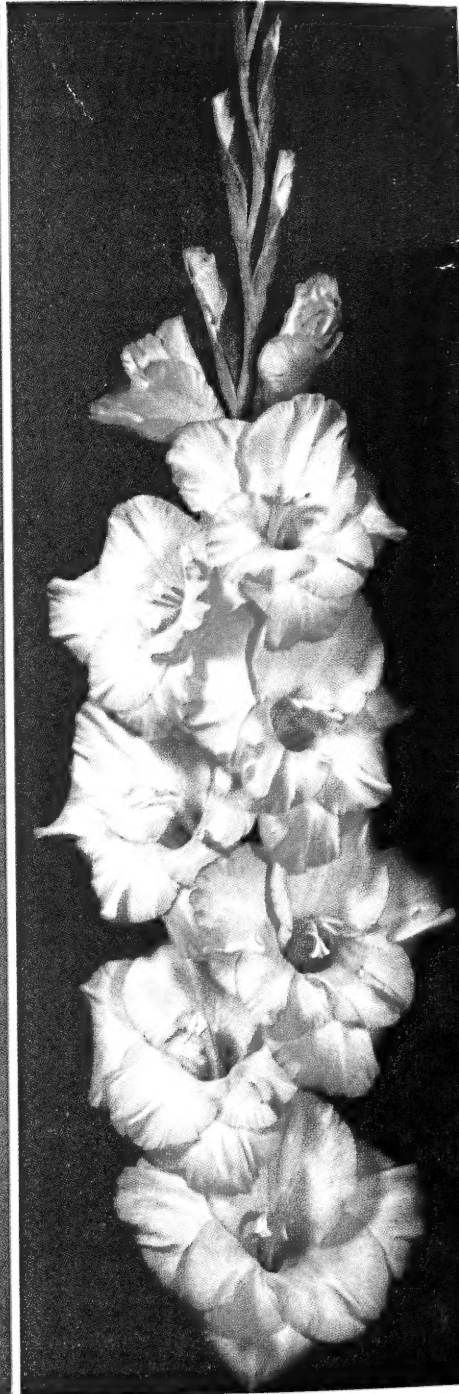
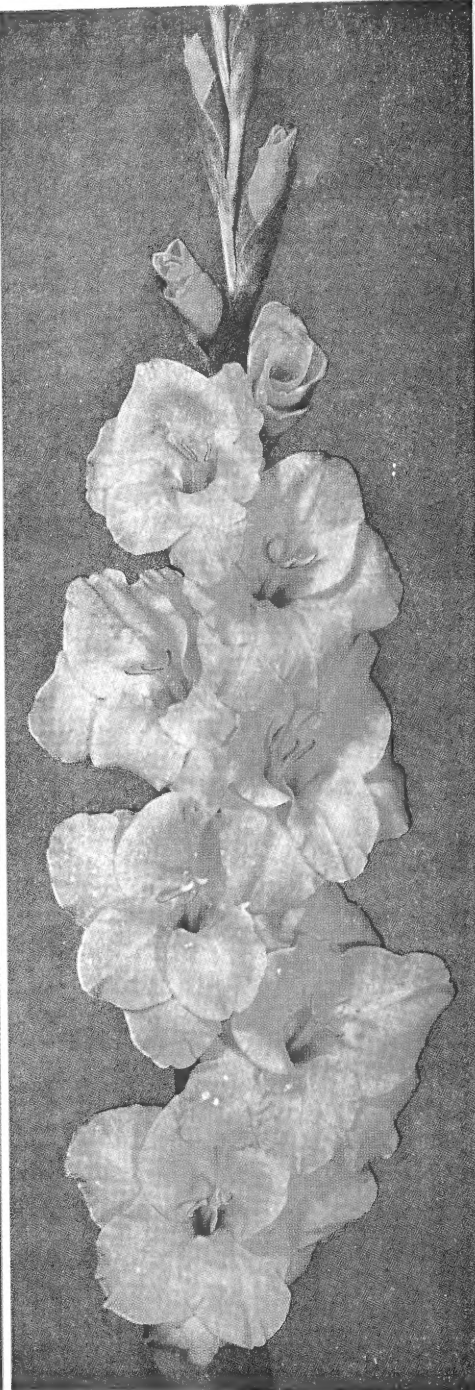
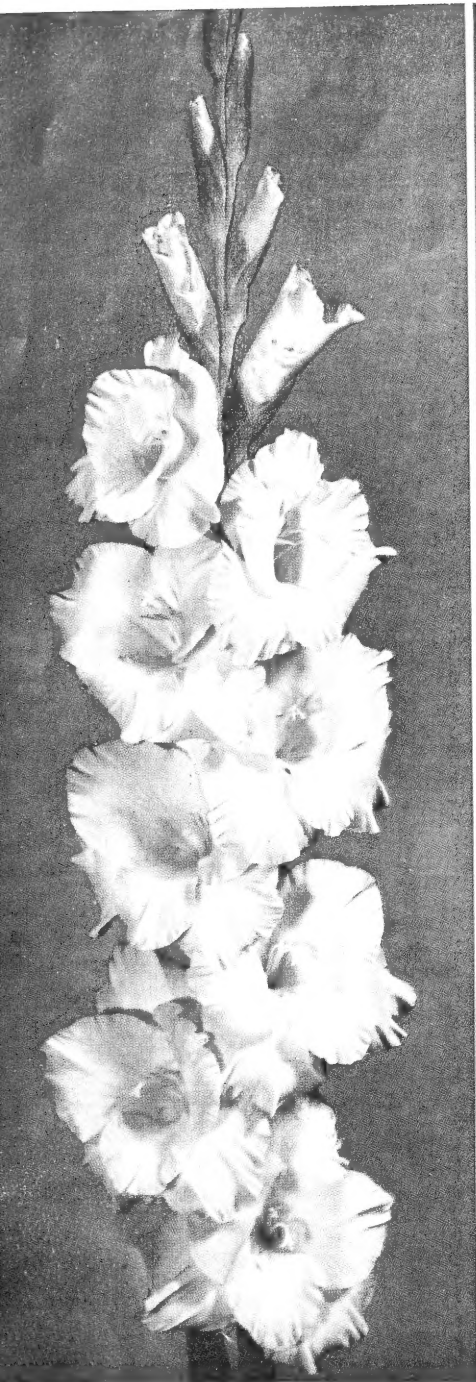
is the Indian word for beautiful.



**Innocence**

**Golden Sunshine**

**Rose Spire**



*Tip Top Trio*

**2L 2M of each, (12 bulbs) for  
\$3.95 (a \$5.00 value)**

**5L 5M of each, (30 bulbs) for  
\$7.85 (a \$12.00 value)**



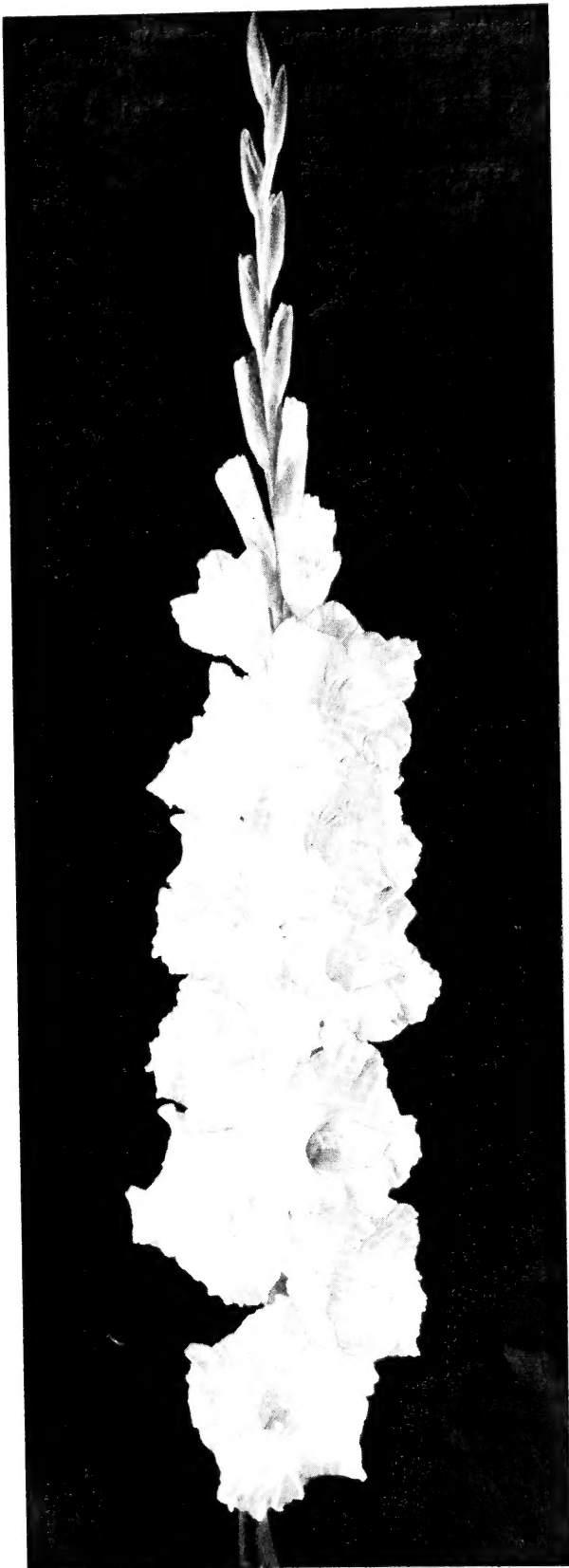
# Cheer Leader

**5L for \$2.00 (a \$2.50 value)**

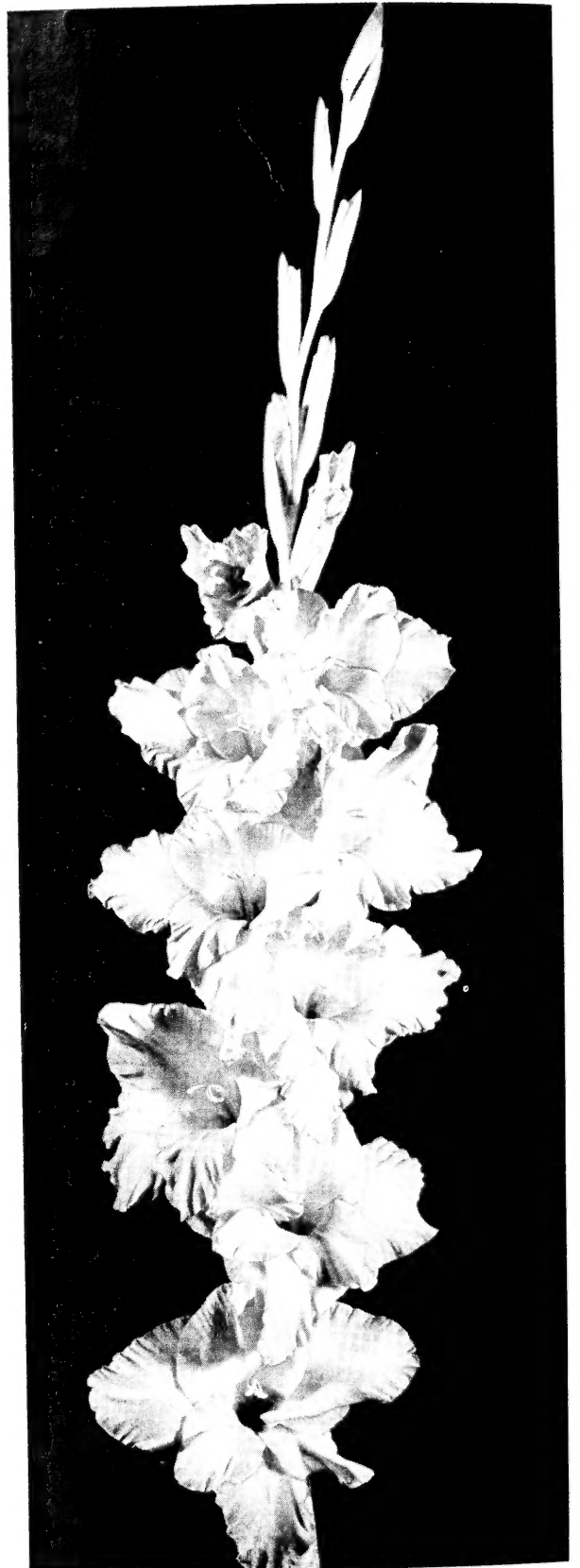
**5L 5M for \$3.00 (a \$4.00 value)**

**10L 10M for \$5.00 (a \$8 value)**





OPALESCENT

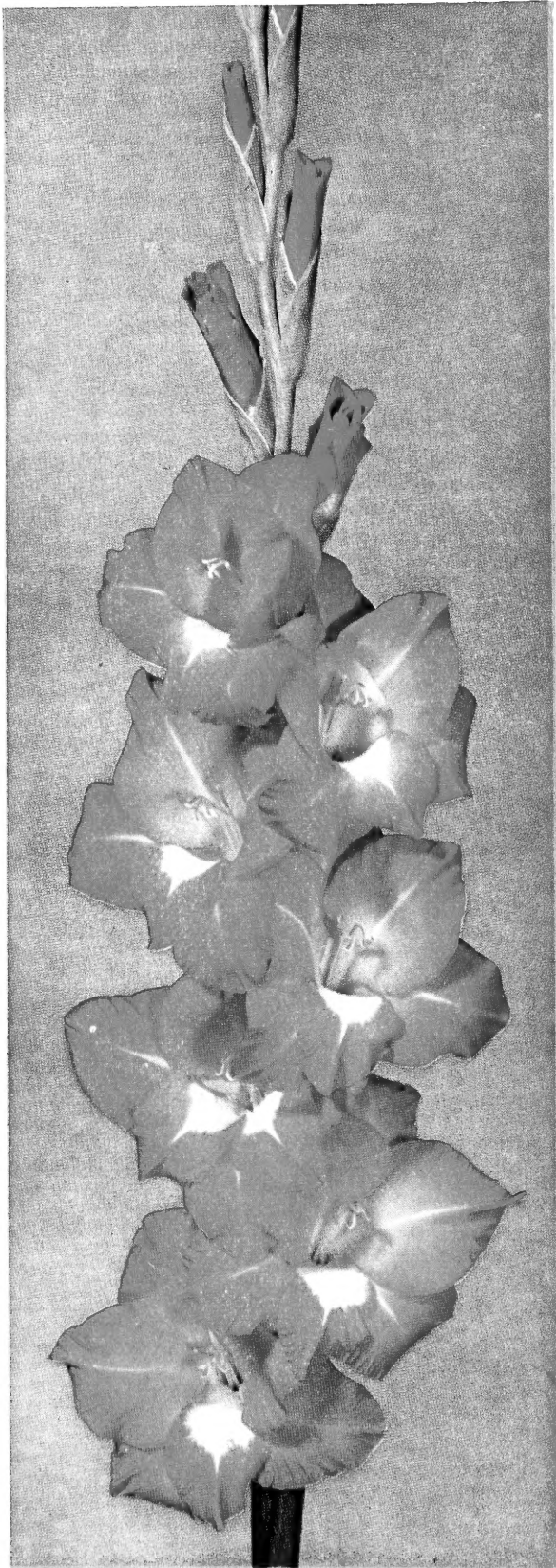


HILDEGARDE

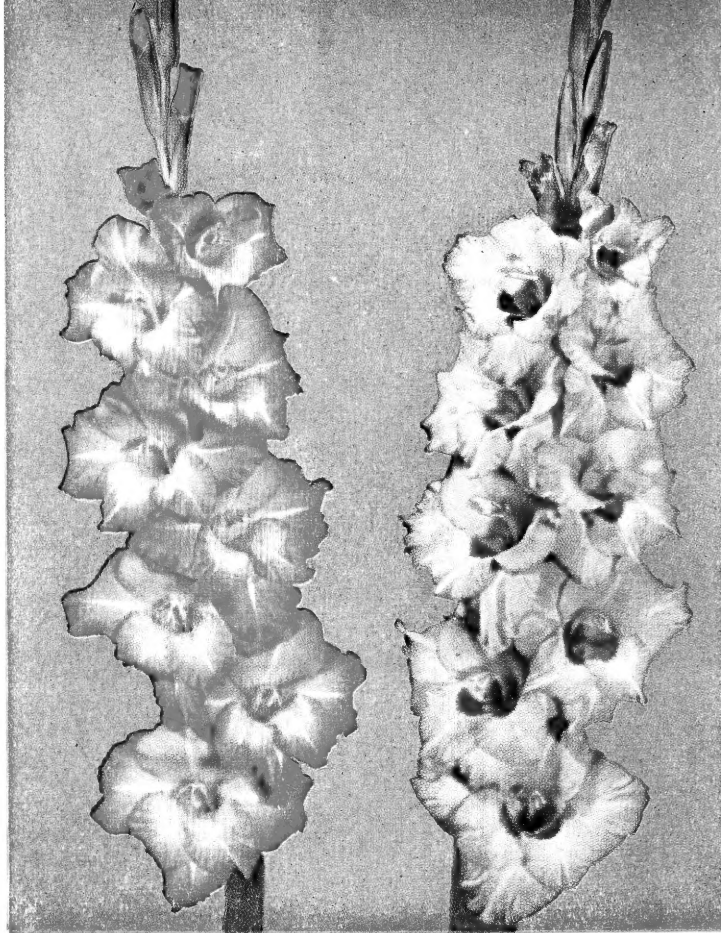
EMPEROR ►







**Emperor**



Selected Glads, Inc., 1956

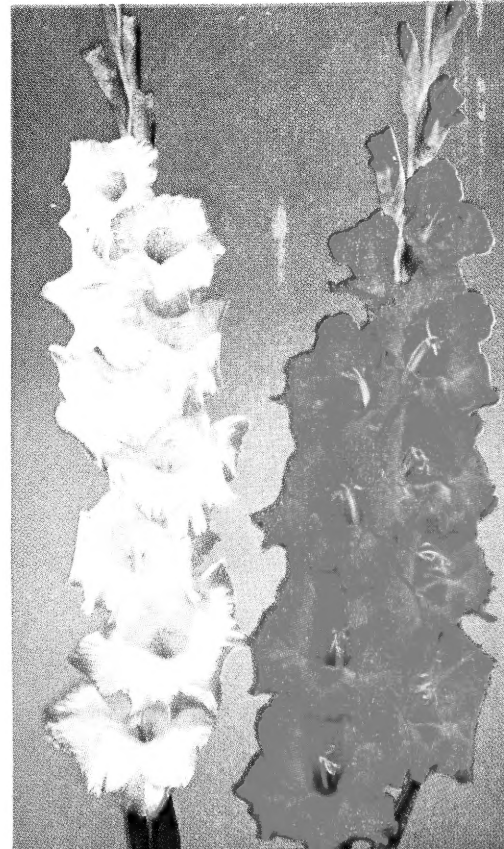
**Maytime**

**Caribbean**



**Appleblossom**

**Royal Stewart**



# All America Glads



**EMPEROR** (Plant Patent No. 1655) (470) (Baerman-Fischer, 1958 (85 days) (Beauty's Blush X (Gloaming x Rose O'Day) A true aristocrat, this glad of regal purple trimmed in ermine presents a stately display. The spikes are majestic with 7-8 round, gracefully recurved rose-purple florets open at once in semi-formal placement. Each florets is embellished by a large, pure white throat; the characteristic which gives Emperor its noble perspective. The All America re-

lease for 1958, Emperor, incorporates the traits of its predecessors. It grows consistently tall and straight producing plants five feet or more in height with 20-22 bud flowerheads. Blooms about mid-season. Emperor has distinguished itself on the show table and in numerous trial gardens as a seedling. The coveted All America award was the culmination but not the end of its winnings, for Emperor possesses the qualities of a champion. It is sure to achieve many more honors at future shows all over the continent.



**CARIBBEAN** (Plant Patent No. 1654) (376) Baerman - Fischer, 1957) (70 days) (Beauty's Blush x Better Times) The delicate blue tones of this exciting novelty present an unusual combination of rare blue-violet petals handsomely embellished by a rich, deep violet throat and a small cream spear. Caribbean opens from 9-11 precisely styled florets at one time in formal, double-row placement. It possesses a quality uncommon to many varieties and almost a rarity among "so-

called blue glads", that of extreme vigor. In every way, Caribbean displays top performance. It consistently produces tall, well-proportioned spikes and unusually healthy bulbs. It is the first distinctly ruffled blue-violet gladiolus. Every flower lover will want this striking novelty in his garden. Its refreshing beauty will make it a sure-fire winner in its class at flower shows. Caribbean had a busy year at the shows last summer. The winnings that have come to our attention are as follows: Reserve Champion by Garland Coolman at the Kentucky show; Grand Champion single and Reserve Champion trio by George Summa at Lincoln, Nebraska; and, a three-spike exhibited by Gene Kobbert was reserve Champion at Council Bluffs, Iowa.



**MAYTIME** (Plant Patent No. 1591) (442) (Baerman - Fischer, 1957) (70 days) (Beauty's Blush x Friendship) A light-hearted charm surrounds this brightly colored glad. The gracefully ruffled deep, pure pink florets with their contrasty large white throats bring back the memory of the freshness of May-blooming flowers. Maytime is a lithesome glad of good height. It readily opens 8-10 florets on spikes five and one-half feet tall. A robust grower, Maytime has wonderful

plant health and makes fine, plump bulbs. You will love Maytime for its long ribbon of color, for the silky taffeta sheen of its petals, and for its remarkable ease of growth. An ideal flower for either cutting or exhibition and a gem for the home garden.



**APPLEBLOSSOM** (Plant Patent No. 1517) (460) (Baerman-Fischer, 1956) (65 days) (Beauty's Blush x Rose Charm) This exquisitely tinted All America glad has won many friends and admirers. The predominating color is a clean, snowy white with a flush or corona of cool, rose-pink at the edges of the petals. Eight to ten trimly tailored florets, five inches in diameter, and of very heavy substance, are open at once on spikes up to five feet tall. A grand cutter.

A vigorous, easy grower that performs well with only average culture.



**ROYAL STEWART** (Plant Patent No. 1339) (450)

(Pommert, 1956) (75 days) (Red Charm x Seedling) Royal Stewart is the leading 1956 introduction according to the N.A.G.C. Symposium. Appleblossom was second. What a testimony for the All Americas! Royal Stewart led all other varieties in its class as an exhibition variety in this same poll. Royal Stewart consistently produces tall, straight spikes that open 8-10 recurved florets in formal, double-row placement. Color is clear, light red.

## PRICES ON ALL AMERICA BULBS

\$ .50 each                      \$5.00 for 12  
\$2.50 for 6                      \$9.50 for 25

Quantity prices apply on bulbs all of one variety or any combination of varieties. Large bulbs only.

Appleblossom



### ALL AMERICA SPECIAL

12 medium  
Apple-  
blossom . \$1.95

12 medium  
Royal  
Stewart . \$1.95

(No combina-  
tions)

Noweta  Gardens

This We Do... We mean  
What We Mean... We mean

ST. CHARLES  
MINNESOTA



GOLDEN SUNSHINE with kale and begonias.

CONTENTMENT

## The World's Finest

### ACE OF SPADES $\frac{\star}{\bullet} \frac{\star}{\bullet} \frac{\star}{\bullet}$ (454) (Sisson, 1950)

(85 days) (King Lear x Preussen's Gloria) This tall, black-red has a glistening sheen to dress up its rather plain form. Well named, its buds are almost as black as the "Ace of Spades". An easy grower; good propagator. An excellent garden novelty.

(L 2-.30; 10-1.20) (M 10-.80)

### ADMIRAL $\frac{\star}{\bullet} \frac{\star}{\bullet} \frac{\star}{\bullet}$ (478) (Fischer, 1957) (80 days)

(Blue Sky x Abu Hassan) When you see this glistening deep blue standing so erect and majestic in your glad planting you'll be inclined to salute! Admiral is a glad of rank. We predict that it will one day stand supreme in its color class. It has already established its worth. Opens 8-10 in a ribbon of color; a grand bulb maker and a moderate propagator. Shown in color on the back cover.

(Any size, each 50c; 10-4.00)

### APPLEBLOSSOM

See All America Glads on page 9.

### AQUA QUEEN $\frac{\star}{\bullet} \frac{\star}{\bullet} \frac{\star}{\bullet}$ (476) (Fischer, 1957) (85

days) (Better Times X Rose O'Day x Elizabeth the Queen)) Our first light blue introduction but, in our estimation, a very fine one. The bluest "blue" that is now in commerce. Tall, robust grower makes beautiful bulbs. One could wish for additional buds on the flowerhead. Quite faithfully reproduced on our back cover.

(Any size, each 50c; 10-4.00)

### ARES $\frac{\star}{\bullet} \frac{\star}{\bullet} \frac{\star}{\bullet}$ (307) (K & M, 1954) (75 days) One

of several varieties with a striking scarlet blotch. Ares' main color is a deep cream or light yellow. The florets are frilled and very showy. Up to 8 will open at once on tall, straight spikes. A grand exhibition type. Fine for arranging.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)





**SNOW VELVET**, red zinnis and kale.

**CATHERINE BEATH** and canna leaves  
in a copper bowl.



# Gladiolus

**BEAUTY'S BLUSH** ★ ★ ★ (440) (Fischer, 1947) (75 days)  
(Margaret Beaton x Choice Seedling) Each year we marvel at the versatility of this hardy glad. The tall, stately, cool pastel spikes are a welcome sight when they appear early in the blooming season. As the weeks fly by Beauty's Blush continues to produce quality blooms from successively smaller bulb sizes. Beauty's Blush has a wholesome type of beauty that will not be antedated.

(L 2-.30; 10-1.20) (M 10-.80)

**BLUE SMOKE** ★ ★ ★ ★ (588) (Rich, 1957) (70 days) (Oklahoma X Picardy x Rosemarie Pfitzer) Blue Smoke is a lovely blending of soft shades of blue and mulberry. A glowing coal of salmon spotlights the center of each flower. It will open 7 or 8 large ruffled florets on tall, straight stems. We are quite impressed with this unusual glad.

(L 1-1.50) (M 1-1.00)

**BURMA** ★ ★ ★ ★ (564) (Palmer, 1943) (85 days)  
(Premier Henry x King Lear)  
One of the oldest glads on our list, this heavily ruffled and fluted, rich rose-red glad ranks far ahead of other glads in its color class. Well grown spikes of Burma still are a sight to see.

(L 2-.30; 10-1.20) (M 10-.80)

**CALICO** ★ ★ ★ (461) (Fischer, 1957) (75 days)  
(Friendship x Better Times)  
Calico will dance into your heart like your best girl decked out in a crisp, freshly ironed cotton frock. For this gaily colored glad has a charm that is hard to resist. The rose-shaded florets with their deep red lips have the power to attract and win the most seasoned glad fan. Add to this earliness, model growth and satisfactory reproduction and you have a fine, all-around glad. Pictured on page 13.

(Any size, each 50c; 10-4.00)

**CAMPANILE** ★★☆☆ (466) (Fischer, 1956) (85 days) (Beauty's Blush x Elizabeth the Queen) Campanile is the truest, bluest lavender in this entire listing. Its color is clear and smooth with a large white thumb mark at the throat. The florets are slightly ruffled and beautifully recurved—8-10 will open at a time on the tall, husky spikes. Campanile resembles Beauty's Blush in its ability to make fine cutting spikes from even the smallest bulbs. (L 1-.30; 10-2.50) (M 1-.20; 10-1.50)

**CATHERINE BEATH** ★☆☆ (312) (Coutts, 1951) (85 days) (Golden Goddess x Seedling) Our illustration on page 11 personifies the character of lovely, pristine Catherine Beath perfectly. This deep golden yellow easily opens 8-10 chiselled plain petalled florets on tall, straight stems. A grand variety for the show table. (L 2-.30; 10-1.20) (M 10-.80)

**CARNIVAL** ★★ (437) (Butt, 1947) (85 days) (Flagship x Algonquin) Carnival is a brilliant, fiery scarlet with a sharp contrasty white throat. A best seller for years. (L 2-.30; 10-1.20) (M 10-.80)

**CARVED IVORY** ★★☆☆ (306) (Fischer, 1956) (80 days) (Wedgwood x Seedling) Carved Ivory is a good performer year after year. But, in addition to performance it exhibits great beauty of form and purity of color. From the rich creamy whiteness of its coloring to the delicate chiselled ruffling, Carved Ivory is the personification of perfection—as near perfect as glads can be. We have given it but 3 dots as a commercial for the sole reason that the shipping trade demands them large. Each exquisitely moulded and carved spike is so lovely that even though you have but one you will cut it and bring it indoors. Used in a slender vase with a little foliage it will be a simple but charming composition. With a few more spikes and some additional foliage you are sure to find inspiration for making an arrangement you'll be proud to display. For in the realm of make-up work Carved Ivory is supreme! Its beauty will enhance any spot it adorns. (L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**CHEER LEADER** ★☆☆ (425) (Fischer, 1957) (85 days) (Crown Jewel x Pactolus) With all the vibrancy and dash of a brightly garbed cheer leader, this glad personifies the spirit of carefree youth in a competing mood. Cheer Leader commands attention to its gaily colored florets of bright orange-red with their sparkling yellow throats punctuated by rich maroon blotches. Reproduced in color on pages 5 and 40. It is a good grower and makes strong, straight spikes with gratifying consistency. We are sure Cheer Leader will be a welcome addition to your garden and that you will "shout" for more. (An size, each 50c; 10-4.00)

**CLIPPER** ★☆☆ (411) (Fischer, 1957) (80 days) (Crusader x Pactolus) Clipper is remarkably well described in printer's ink on page 13. It is a tall, straight, rugged and uniform grower. (Any size, each 50c; 10-4.00)

**CONTENTMENT** ★★☆☆ (466) (Fischer, 1957) (75 days) (Parentage Unknown) Here is a glad to satisfy the most fastidious taste. Its color, form and growing habits all are tops. Contentment's smooth lavender-orchid coloring is enriched by a large creamy throat and the open florets have a ruffled, needlepointed

form reminiscent of a cluster of butterflies gracefully perched on the tall slender stems. Our half-tone cut on page 10 shows its unusual form. Contentment is a robust grower developing its flower spikes early in the season. (Any size, each 50c; 10-4.00)

**COPPER LUSTRE** ★★☆☆ (580) (Pazderski, 1953) (75 days) (Elizabeth the Queen x Burma) Copper Lustre is a huge, smoky, coppery Burma which is saying a lot. It is a dusky rose shading to copper at the edges and blending to a dark tan interior. The red throat and plum flecking adds cheer and personality to the rich blend of colors. Like Burma it has heavy substance and is heavily ruffled and fluted, opening 8-10 florets on tall spikes. Good grower and propagator. (L 1-.35; 10-3.00) (M 1-.25; 10-2.00)

**CRUSADER** ★☆☆ (301) (Fischer, 1952) (65 days) (Rose O'Day x Legend) X (Elizabeth the Queen x Lavender & Gold) Here is an orchid throated glad deluxe; a frosty snowy-white, beautifully ruffled and embellished with a gorgeous pansy purple throat. It opens 7-9 neatly tailored florets on fine cutting stems. A must for the arranger, a blue ribbon winner at the shows. (L 2-.30; 10-1.20) (M 10-.80)

**DARK BRILLIANCE** ★★☆☆ (454) (Puerner, 1956) (85 days) (Sport of King David) King David has been the most popular purple in recent years and its sport, Dark Brilliance, seems destined to head its color class, too. It is like King David in all but color being a deep maroon red. Dark Brilliance makes a fine tall spike with 8-10 open of its 20-22 florets. (M 1-.75; 5-3.00)

**DARK DAVID** ★☆☆ (554) (Morgan, 1951) (90 days) (Mrs. Mark's Memory x Red Charm) The largest of the black reds. Dark David actually is a rich velvety maroon. The huge florets are lightly frilled and formally placed on straight stems of excellent height. (L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**DEBBIE** ★☆☆ (422) (Hautby, 1955) (85 days) (Orange Gold x Lantana) Debbie may be likened to well grown Fire Opal except that it is taller and closer to a true orange. It opens 6-7 heavily ruffled, yellow-throated florets on tall, ramrod spikes. It is exceedingly robust and heat resistant. A good propagator and germinator. Shown in color in our basket on the back cover. (L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**DUSK** ★☆☆ (483) (Fischer 1955) (85 days) (Beauty's Blush x Rose Charm) Remember Sandman? This dusky colored glad simulates Sandman in its overall coloring. The large bold snowball-throats immediately arrest attention and provide a striking contrast to the subdued old rose and salmon undertone. A stalwart performer, producing quantities of graceful spikes right down the row, even from small bulbs. In the tray the bulbs are a joy to behold. (L 2-.30; 10-1.20) (M 10-.80)

**EDGEWOOD** ★☆☆ (463) (Torrie-Flad, 1951) (85 days) (Corona x Burma) To see the tall, spire-like spikes of Edgewood with its many ruffled and needle-pointed rose-shaded florets is a joy to the heart of the true glad fan. The recurved florets lay together with precision-like formality making a spike of remarkable inflorescence. (L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

# Most Ruffled Collection



**Carved Ivory**

**Contentment**

**Copper Lustre**

**Debbie**

**Innocence**

**Party Ruffles**

**Pinafore**

**Purple Burma**

**Ruffled Dream**

**Ruffled Ebony**

**Snowdrift**

**One large bulb of each:**

**1 collection (value \$5.30)  
for \$3.95**

**2 collections  
(value \$10.60) for \$7.25**

**3 collections  
(value \$15.90) for \$10.00**



# Noweta Gardens

"No-we-ta" is the Indian word meaning Beautiful



ST. CHARLES,  
MINNESOTA

## INSTRUCTIONS FOR ORDERING BULBS

All orders for \$3.00 or over are POSTPAID. Prices in this list are net. All orders must be accompanied by cash in full. All stock is guaranteed true to name, disease-free, and thrips-free. All stock is offered subject to prior sale. If any of our customers is willing to pay the transportation charges on his order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

FIVE BULBS WILL BE SOLD AT ONE-HALF THE PRICE OF TEN, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by eight.

We earnestly urge you to order as early as possible to avoid disappointment. All orders filled in rotation.

If you write us about an order previously given, or if you send us a second order and wish both orders to be shipped together, please mention the date of your first order or date acknowledgment was received.

If your order is partly from the retail prepaid list and partly from the wholesale NOT prepaid list, please include extra postage to cover transportation on the wholesale items.

No orders can be accepted after June 1.

If you are not completely satisfied with your order you will be doing us a favor by writing to us about it.

## BULB SIZES

This year we are listing only two sizes of bulbs, large and medium. Large bulbs are ones and twos and medium bulbs, threes and fours. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in.; No. 3, 1 in. to 1¼ in.; and No. 4, ¾ in. to 1 in.

Early orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size.

## CULTURAL DIRECTIONS

A sheet of complete cultural directions will be sent with every order.

## THRIP-FREE BULBS

Before the advent of DDT and other new insecticides, thrips, a tiny sucking insect that silvers the foliage and injures the quality of the blooms, were a serious menace. DDT is 100 per cent effective. Immediately after digging, all of our bulbs are washed and then dipped in a DDT-Captan solution. Captan is a fungicide that prevents disease. This treatment, coupled with rapid curing in heated rooms, assures you of the healthiest and handsomest bulbs we are able to produce.

Since we grow our stock in fertile corn-belt loam and harvest only bulbs grown from small bulbs and bulblets, we have only peppy young, high-crowned stock to ship our customers—bulbs that produce long flowerheads the following year.

## STARS AND DOTS

Glad fans generally want to know three things about a variety which they have not yet had a chance to try out for themselves. 1. How beautiful is it? 2. How valuable is it as a cut-flower? (i.e., how does it rate in performance?) and 3. How large is it?

The generally adopted 500, 400, 300, 200, 100 size classification, explained on colored sheet, accurately describes the floret size. To assist in respect to beauty and cut-flower value, we devised the following rating system:

Because glads often vary in performance from place to place and from year to year, especially when not acclimated, I want it to be clear that I am not presenting these ratings in a dogmatic spirit. Others are fully as much entitled to their opinions of varieties as we are. We tried to be absolutely realistic about the ratings letting the ax fall where it may. We are rating the Tiny Tots for beauty only.

## KEY

- ★ moderately beautiful
- ★ ★ beautiful
- ★ ★ ★ very beautiful
- ★ ★ ★ ★ supremely beautiful
- suitable for home garden only
- • good local cut-flower
- • • very good cut-flower type
- • • • excellent commercial type

THIS LIST SUPERSEDES ALL PREVIOUS LISTS.

# Noweta Gardens

ST. CHARLES, MINNESOTA

Mr. \_\_\_\_\_  
 Mrs. \_\_\_\_\_  
 Miss \_\_\_\_\_ Please print or write plainly your full name and address. Do not abbreviate city name.

R. F. D. or Street \_\_\_\_\_ Date \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

If your order is less than \$3.00 please send 25c for postage. On orders over \$3.00 if you enclose enough money for postage we will include several times the value in extra bulbs.

Do you have friends or relatives whom you think would be interested in growing glads? If you will list their names and addresses in the space below, we will send you bonus bulbs with this order.

Name \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

We are not interested just in names; our catalog is expensive and we want it to go to prospective glad customers. Thank you.

Quantity	Size	Variety	Price
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.		12 Medium Appleblossom .....	\$1.95
18.		12 Medium Royal Stewart .....	\$1.95
19.		I enclose \$7.50 for Starker's Album of Arrangements.	
		TOTAL	

Quantity	Size	Variety	Price
		Amount Brought Forward	
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
31.			
32.			
33.			
34.			
35.			
36.			
37.			
38.			
39.			
40.			
41.			
42.			
43.			
44.			
45.			
46.			
47.			
48.			
49.			
50.			
51.			
		Total Amount	



# Noweta Gardens

ST. CHARLES, MINNESOTA

Mr. \_\_\_\_\_  
 Mrs. \_\_\_\_\_  
 Miss \_\_\_\_\_ Please print or write plainly your full name and address. Do not abbreviate city name.

R. F. D. or Street \_\_\_\_\_ Date \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

If your order is less than \$3.00 please send 25c for postage. On orders over \$3.00 if you enclose enough money for postage we will include several times the value in extra bulbs.

Do you have friends or relatives whom you think would be interested in growing glads? If you will list their names and addresses in the space below, we will send you bonus bulbs with this order.

Name \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

We are not interested just in names; our catalog is expensive and we want it to go to prospective glad customers. Thank you.

Quantity	Size	Variety	Price
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.		12 Medium Appleblossom _____	\$1.95
18.		12 Medium Royal Stewart _____	\$1.95
19.		I enclose \$7.50 for Starker's Album of Arrangements.	
		TOTAL _____	

Quantity	Size	Variety	Price
		Amount Brought Forward	
20.			
21.			
22.			
23.			
24.			
25.			
26.			
27.			
28.			
29.			
30.			
31.			
32.			
33.			
34.			
35.			
36.			
37.			
38.			
39.			
40.			
41.			
42.			
43.			
44.			
45.			
46.			
47.			
48.			
49.			
50.			
51.			
		Total Amount	

# Say It With Glads

Once again I extend cordial greetings to all our customers and friends! It is a pleasure, indeed, to present our 1958 catalogue to you and I hope you find it inspiring and interesting. We take joy in sending it to you; it has been a labor of love. I also want to thank my many customers for their valued patronage which has made this catalogue possible. We treasure your orders and strive to serve you as best as is humanly possible.

As I write this annual message, there flashes on the inward eye, recollections of the many surprises and thrills with which our glad field greeted us through the blooming season. I can see the scores of thrilling seedlings which will one day make their debut to the flower loving public. I am greatly enthused with what the future holds in prospect. The surface has merely been scratched regarding the new types, colors and combinations that are in the offing. Then, I remember the great enthusiasm and joy of the many visitors and friends that frequented our field. To mention a few, I can hear the chuckles coming from one hybridizer as he strolled up and down the rows picking out his favorites. The supreme moment of the year came when he exclaimed in his strong, energetic voice, "There's Carl's Perfection," as he stopped to admire what he considered my supreme creation! And, there was the seed cataloguer who had a field day selecting new types of glads for the future; the cut-flower grower who eyed each seedling that had a commercial prospect; and, the myriad glad fans who touch our hearts because they simply love them all. Certainly the long hours of hard work in the nursery business offer many compensations, not the least of them being the opportunity to meet and make friends with some of the nicest people in the world.

As I sit here I can visualize the many exhibition spikes (of seedlings mostly) that were brought into our picture studio to be recorded for posterity. Many hours were spent creating enchanting arrangements and photographing them.

We are thankful again to the Great Provider for a very wonderful year, for abundant moisture the whole season through. Like last year, our irrigation system was not needed at all. More flowers were cut for the market than ever before. Our first killing frost occurred on September 19. No further growth took place, but the season was that propitious that a very excellent bulb crop was harvested. As usual, every bulb from our 30-35 acres was washed and dipped in a DDT-Captan solution.



This year I am listing only 121 varieties—a new low for us! When more outstanding varieties are available I will offer them. We try to list the very best varieties in existence, but just because a certain glad is not on our list is no proof that it is not a good one. We usually don't list expensive introductions until they come down in price. Glads perform differently in various sections of the country and in different circumstances from year to year. I am not reluctant to discard a popular variety on poor performance. We endeavor to grow all the leading new introductions in our trial garden. Perhaps I am too conservative in giving a variety a thorough test before listing it, but our policy has been to absorb the disappointments, not to pass them on.

To those of you who are receiving my catalogue for the first time, and those who have never grown flowers, I sincerely recommend the growing of a few glads as the world's most wholesome pastime. To fall in love with some aspect of God's creation, such flowers, invests in them a charm otherwise unrealized. So much of one's happiness and so much of one's opportunity to create happiness for others depends on what one does during their leisure time. Naturally flowers seem to me to be a perfect outlet for one's emotions and while I do not want to place one flower ahead of another, I do think that everyone ought to grow a few glads. Glads are so easy to grow, thriving beautifully in any good vegetable garden if grown primarily as a cut-flower, or contributing gay splashes of color in the late perennial border when most perennials are resting. Never was nature more generous than when she created the gladiolus. How easily, if one has but a small glad garden, one can cut whole arm loads of glorious color and bring them in the house for artistic arrangements, or to pass on to appreciative neighbors and friends. Too, the sale of cut-flowers and of bulbs provides a good bit of "pin-money" for many gardeners. Whatever your purpose in growing glads, we are sure you will find endless pleasure in the wide variety of colors, forms and sizes of the versatile, modern glads.

Once again I want to thank you for your many fine letters and your kind patronage. May a kind Providence smile on your 1958 glad garden and make it be replete with thrills—a joyous refuge from a troubled world.

*Carl Fischer*

# WIN BLUE RIBBONS AT YOUR SHOW!

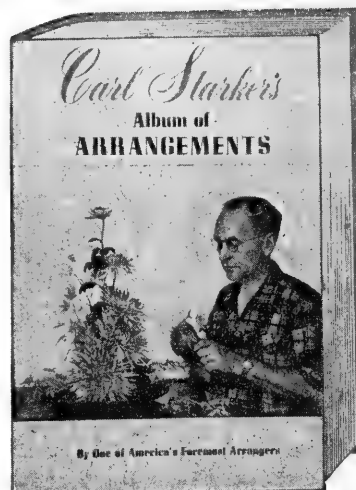
## Carl Starker's ALBUM OF ARRANGEMENTS

Brings You 224 Outstanding Arrangements

NOW—IN ONE AMAZING VOLUME

- 200 Black & White Photographs
  - 24 Prize-winning Four-color plates
  - Over 300 pages of Ideas and Beauty
- TO HELP YOU ARRANGE FLOWERS

All Copies are sent postpaid..... **\$7.50**



Brings you 224 outstanding arrangements (33 using glads); 200 black and white photographs; and, 24 prize-winning four-color plates. Packed with ideas to help you arrange flowers. All of the arrangements in this catalog were made by Mr. Starker.

Here is a book you will treasure in your library and one which your relatives and friends

will enjoy receiving as a gift, for it is not only "a thing of beauty" which is "a joy forever," but it is invaluable in a practical sense, to those who wish to beautify their home with flowers.

Obtainable only for the regular retail price of \$7.50, Postpaid. If not completely satisfied, return the book within 10 days and your money will be refunded.

## "A Guide to Better Gladiolus"

By ROLLAND E. BREISCH

Gardening has become a leading hobby among homeowners in America. As with anything else the real joy in doing anything is in doing it well. This 25 page booklet is designed to help the beginning glad fan grow better gladiolus. It attempts to answer the questions that come to the mind of the novice. There are some folks who have tried growing gladiolus but because of the lack of a few basic facts have given up this interesting hobby. This little booklet is designed to help you produce those glads which could easily be the pride of your neighborhood. Topic headings are as follows:

- Location of Your Garden
- Soils
- Fertilizers
- Preparing Your Soil
- Planting
- Weed Control
- Mulching and Cultivation
- Watering
- Cutting the Bloom
- Pest Control
- Harvesting the Bulbs
- Curing and Storing
- Bulblets
- Gladiolus Seeds & Hybridization
- Making Your Hobby Pay
- Joining a Gladiolus Society
- Where to Write for Information

Price **\$1.00**

## The Gladiolus Classification System

The number after the name of each variety in our general descriptive list denotes the official size and color classification of that variety as determined by a committee of the North American Gladiolus Council. We list these classification numbers because they are helpful to customers in determining the exact size and color classification of varieties they may want to buy or to exhibit at glad shows conducted under the auspices of the N.A.G.C., where this classification system is used.

Glads are classified in five sizes as follows:

- Miniature .....100—florets under 2½"
- Small .....200—2½" through 3¼"
- Medium .....300—3¼" through 4¾"
- Large .....400—4½" through 5¾"
- Giant .....500—5½" or larger

For instance, the second variety shown in the alphabetical list, Abu Hassan, is followed by the number 378. The 300 means it has a floret size from 3¼" through 4¾". The 78 designates this variety as a deep violet. Hence the numbers after the variety names tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

### COLOR CLASSES

Class		50 Red	50 (Light)
00 White	00 without conspicuous marking	Red	52 (Deep)
	White 01 with conspicuous marking	Red	54 (Black)
	Cream 06	60 Rose	60 (Light)
10 Yellow	10 (Light)	Rose	62 (Deep)
Yellow	12 (Deep)	Lavender	66
Buff	16	70 Purple	70
20 Orange	20 (Light)	Violet	76 (Light)
Orange	22 (Deep)	Violet	78 (Deep)
Orange	24 (Red)	80 Smoky shades	
	Orange)	Smoky	82 (Orange Smoky)
30 Salmon	30 (Light)	Smoky	83 (Salmon Smoky)
Salmon	32 (Deep)	Smoky	84 (Pink Smoky)
Scarlet	36	Smoky	85 (Red Smoky)
40 Pink	40 (Light)	Smoky	86 (Lavender Smoky)
Pink	41 (Light)	90 Any other color.	
Pink	42 (Deep)		





*Five Star Special*

- ★ Clipper
- ★ Cheer Leader
- ★ Calico
- ★ Frivolity
- ★ Troubadour

One bulb of each, \$2.50 (a \$3.00 value)

Two bulbs of each, \$4.50 (a \$6.00 value)



Caribbean

**ELMER'S ROSE** ★★ ★ (462) (Fischer, 1951)  
 ● ● ● (85 days) (Elizabeth the Queen x Rose O'Day) To enjoy Elmer's Rose fully plant it in quantity. A row of these sumptuously ruffled rose beauties will take your breath away. Add to its beauty the sum of all the good qualities desired in a glad and you have Elmer's Rose. The tall, extremely vigorous plants cut well from smaller bulbs. A good all-around variety.

(L 2-.30; 10-1.20) (M 10-.80)

**EMPEROR**

See All America Glads on page 9.

**FIREFLY** ★★ ★ (411) (Fischer, 1957) (80 days)  
 ● ● ● (Pactolus x (Bonnie Brian x Ophir)) The color plate on the back cover shows an excellent likeness of this sprightly glad. The daintily ruffled florets of glowing yellow surround small scarlet "fireflies" deep in the heart of each floret. Makes beautiful bulbs and grows especially well from bulb-lets. Firefly will light up your garden.

(Any size, each 50c; 10-\$4.00)

**FIRE OPAL** ★★ ★ ★ (422) (Fischer, 1954) (75 days)  
 ● ● ● (Gratitude X (Arcthusa x White Gold)) The golden throats of this lively, ruffled orange create a sparkling setting for this jewel-bright early bloomer. Fire Opal is a cheery spot of color among the more numerous pastels usually available at the beginning of the season. The medium height plants with 6 open florets grow straight and produce an exceptionally high percentage of cuttable spikes. Wants to bloom early from all sizes.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**FORSYTHIA** ★★ ★ (512) (Harris, 1952) (70 days)  
 ● ● ● (Corona x Orange Gold) Forsythia is one of the best yellows available. The buds and opening florets have a distinct char-treuse cast but they lighten to clear medium yellow. Forsythia is a tall, rugged grower and a dependable cutter. A worthwhile variety.

(L 1-2.25; 10-2.00) (M 2-.30; 10-1.20)

**FRANCESCA** ★★ ★ ★ (566) (Toben, 1950) (90 days)  
 ● ● ● (Shirley Temple x Elizabeth the Queen) In our estimation Francesca is the most beautiful among the lavenders. It is on the line between lavender and rose-pink but a marvel of beauty whatever the color. Seven to nine neatly ruffled florets are meticulously placed on tapering heads. A good producer of rather small bulblets that grow well.

(L 2-.30; 10-1.20) (M 10-.80)

**FRIENDSHIP** ★★ ★ ★ (442) (Fischer 1949) (65 days)  
 ● ● ● ((Picardy x Maid of Orleans) X (Gloaming Seedling) Among the Noweta Gardens introductions, Friendship heads the list as "all time Great". It comes near to being the most widely known and grown glad in the country. Growers of cut-flowers from many states and Canada write us of its earliness, quality and dependability. Friendship is grown, too, for late cutting in the more northerly areas. But, it is more than a commercial, for this tall, daintily ruffled, fresh-toned, pure-pink possesses beauty to satisfy the connoisseur as well. No glad planting is complete without "fabulous Friendship."

(L 2-.30; 10-1.20) (M 10-.80)

**FRIVOLITY** ★★ ★ (445) (Fischer, 1957) (85 days)  
 ● ● ● (Daisy Mae x Friendship) Frivolity is a flower you will enjoy for its gay and lighthearted mood. See our picture on page 13. As a seedling it was known as "Carl's Pink" because of my love for its beautiful shade of clear, pure pink. Tall, dependable.

(Any size, each 50c; 10-\$4.00)

**GINGER** ★★ ★ (422) (Fischer, 1952) (85 days)  
 ● ● (Bonnie Brian x Ophir) Well  
 named is this spicy, sparkling richly-toned blend of  
 orange and salmon. It is studded with a ruby deep in  
 the throat which is surrounded with a large golden  
 aura. Ginger has heavy substance, lavish ruffling and  
 a high order of beauty. Slow propagator.  
 (L 2-.30; 10-1.20) (M 10-.80)

**GOLD** ★★ ★ ★ (412) (Marshall, 1951) (75 days)  
 ● ● ● ● (Seedling of Orange Gold) For  
 purity of color, heavy substance, health and depend-  
 ability, Gold is tops. Doesn't have as many buds as  
 some may want (14-16) but they open well and keep  
 their color and size to the tip. For maximum spikes  
 one must plant the larger size bulbs though it blooms  
 from all sizes and bulblets. Moderate propagator—  
 good germinator.  
 (L 2-.30; 10-1.20) (M 10-.80)

**GOLDEN BOY** ★★ ★ (310) (Secret, 1954)  
 ● ● (85 days) (Golden  
 Goddess x Lantana) Golden Boy is a medium canary  
 yellow with a bright metallic sheen. It has been a  
 great contender at the shows. Increasing in popularity  
 every year.  
 (L 1-.40; 10-3.00) (M 1-.25; 10-2.00)

**GOLDEN HOUR** ★★ ★ ★ (320) (Fischer  
 ● ● ● ● 1956) (80 days)  
 (Orange Gold x Little Gold) Golden Hour comes  
 closest to pure gold in color saturation of any variety  
 in existence. Only Little Gold among the Tiny Tots  
 is its equal. It produces a 16-17 bud spike with 5-6  
 open florets of very heavy substance.

Arrangement enthusiasts will enjoy working with  
 this lively golden gem. It is especially attractive in a  
 copper container though it contrasts nicely with  
 green, brown or black. This color lends itself admir-  
 ably to Autumn-type compositions  
 (L 1-.50; 10-4.00) (M 1-.40; 10-3.00)

**GOLDEN PALOMINO** ★★ ★ (417) (Sum-  
 ● ● ● merville, 1956)  
 (80 days) (Stralia x Polynesie) We are happy to wel-  
 come Golden Palomino to our list. It's lightly ruffled  
 and needlepointed florets are a soft apricot-buff with  
 a small glowing orange spot in the throat—a truly ap-  
 pealing combination. The spikes are tall and straight  
 with florets formally placed. Not a heavy propagator  
 but the bulblets germinate well.  
 (L 1-1.00; 5-4.00) (M 1-1.75; 5-3.00)

**GOLDEN SUNSHINE** ★★ ★ ★ (412) (Fisch-  
 ● ● ● ● er, 1957) (85  
 days) (Orange Gold x Helios) During the wan-  
 ing days of summer Golden Sunshine exhibits a  
 glorious array of mellow gold. Just the color to com-  
 pliment nature's fall pageant. Golden Sunshine is a  
 vibrant yellow of leathery substance, slightly ruffled  
 with 8-10 florets open at once in formal placement.  
 Spikes attain a height of five feet on strong, rugged  
 plants. Average producer of bulblets that make un-  
 usually robust growth. Golden Sunshine is excep-  
 tionally valuable as a late fall cut-flower making  
 marketable spikes even from small bulbs.  
 (Any size, each 50c; 10-\$4.00)

**GUNSMOKE** ★★ ★ (483) (Fischer, 1957) (80  
 ● ● ● days) (Spic & Span x  
 Friendship) We don't expect the U. S. Marshal to  
 investigate when Gunsmoke sends up its smoky-  
 salmon head, but, we do expect you glad fans will  
 wish for more of this unusual smoky. Our color  
 picture on the back cover shows quite an accurate re-  
 production of the color and ruffling of Gunsmoke. Only  
 by growing it will you know how good it really is.  
 Makes exceptional growth from bulblets. Gunsmoke  
 is one of Carl Starker's favorites; it blends so well with  
 other colors. See his novel arrangement in color on  
 page 21.  
 (Any size, each 65c; 10-5.00)



Ruffled Dream



## *Rainbow Collections*

The very best buy in our catalogue. If you have never grown glads before and are looking for a real bargain, try this collection! It is a hand-picked unlabelled assortment of bulbs in a complete range of colors as illustrated. An excellent gift for a friend or relative.

**Rainbow Collection "A": 25 Top Size, 1 1/4" diameter & up, \$1.75, Prepaid**

**Rainbow Collection "B": 50 Top Size, 1 1/4" diameter & up, \$3.25, Prepaid**

**Rainbow Collection "C": 100 Top Size, 1 1/4" diameter & up, \$6.00, Prepaid**

**Rainbow Collection "D": 100 Medium Size,  
3/4" to 1 1/4" diameter ----- \$3.00, Prepaid**





## *Fan-Maker Collections*

Admiral	Catherine Beath	King David	Ruffled Ebony
Ares	Dusk	Minaret	Snowdrift
Calico	Golden Boy	Pink Diamond	Snow Velvet
Carnival	Golden Hour	Red Radiance	Sparkling Eyes
Carved Ivory	Innocence	Ruffled Dream	Viking
			Wild Rose

**Offer 1:** 1 L of each of the varieties listed above, unlabelled,  
21 bulbs, (a \$6.75 value) for \_\_\_\_\_ \$4.95, Prepaid

**Offer 2:** 2 L of each of the varieties listed above, unlabelled,  
42 bulbs, (a \$13.50 value) for \_\_\_\_\_ \$8.95, Prepaid

You will enjoy identifying the varieties with the catalogue description.  
(Labelled, 50c extra.)



Golden Sunshine

**HARRISBURGER** ★★☆☆ (552) (Mikle, 1953) (95 days) (Picardy Seedling x Burma) The size champion of the reds is Harrisburger! The florets are very large and ruffled with up to 8 open on 20-22 bud stems. It is tall and robust—blooms late so plant it early to avoid frost danger.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**HELIOS** ★★☆☆ (412) Fischer, 1952) (85 days) (Lantana x Gratitude) Helios opens 6-7 gracefully ruffled, clear, deep yellow florets on willowy stems that never crook. Prolific and rugged. A fine glad.

(L 2-.30; 10-1.20) (M 10-.80)

**INNOCENCE** ★★☆☆ (460) (Fischer, 1957) (70 days) (Beauty's Blush x Friendship) Tall, exquisitely ruffled, rose-pink Innocence tugs at the heartstrings of the beholder. The delicate "baby-pink" coloring and softly recurved form create a picture one cannot soon forget. But despite the delicate appearance, Innocence possesses extremely heavy substance and good opening qualities. It easily attains a height of five feet opening 8-10 florets on 20-22 bud spikes. Will produce fine, cuttable spikes from all sizes thus prolonging its beauty over a longer blooming period. Innocence is one of the most beautiful Noweta varieties.

(Any size, each 50c; 10-4.00)

"Innocence is perfect—so very beautiful. You are certainly putting out some outstanding glads."

—Carrie Smith, Colorado

**JUNO** ★★☆☆ (460) (Fischer, 1955) (85 days) (Wedgewood x Friendship) Juno gives one an over-all impression of rose. The rose is like a sheer chiffon veil through which an undertone of salmon appears. The florets are frilled and slightly recurved with 7-8 open on 18-20 bud spikes. We feel sure that Juno will find a place in your garden and earn its way as a cutter, too.

(L 2-.30; 10-1.20) (M 10-.80)

**KERRY DANCER** ★★☆☆ (336) (Butt, 1955) (70 days) (Bo-Peep x Atom) This gay delightful flower embodies the spirit of joy and grace of movement of the Kerry dancers. It is a bright shade of scarlet with a yellow throat dusted with specks of red. Opens 6-7 lightly ruffled florets on tall, graceful spikes. Makes beautiful bulbs and large bulblets that like to grow.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**KING DAVID** ★★☆☆ (570) (Carlson, 1951) (85 days) (King Lear Seedling) Tall, tapering spikes of this rich, velvety purple with their faint silver picotee are a breath-taking sight. The well-attached florets open wide and seem to be flared rather than ruffled. King David has been a show winner since its seedling days when the advent of a new and better purple was first proclaimed. Though several stiff competitors have joined the purples, we find each useful and lovely in its own right. King David had a heyday last summer.

(L 2-.30; 10-1.20) (M 10-.80)

**LOOK** ★★☆☆ (540) (Taylor, 1953) (90 days) (Evangeline x Wedgewood) Look is one of the tallest glads in existence, it easily grows to five and one-half feet. A very clear, light pink with six round, plain-petalled florets open at once.

(L 2-.30; 10-1.20) (M 10-.80)

**LORELEI** ★★☆☆ (506) (Howell, 1955) (80 days) (Corona x Elizabeth the Queen) X (Florence Nightingale x Seedling) According to German legend Lorelei was a maiden who haunted a rock on the Rhine and by her beauty and charm lured sailors to destruction. This modern glad will lure you, too, with her beauty and form and charming personality. 7 or 8 heavy-substanced, ruffled, carved florets are open on tall, graceful spikes. The color is a glistening pure cream. Lorelei already has many friends. We like her growing habits.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**MARGERY** ★★☆☆ (462) (Melk, 1953) (75 days) (Candy Splash x Burma) An extra fine, tall, medium rose with a slight feather. Margery is similar to Elmer's Rose in color. Introduced without much fanfare but is steadily gaining in popularity. We believe this winsome gal will be with us for some time.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**MINARET** ★★☆☆ (432) (Fischer, 1955) (85 days) (Beauty's Blush x Friendship) Minaret is a lofty spire-like salmon-pink glad that consistently produces model spikes even from small bulbs. It is not as rich in adjectives as some but it has a dependability that is rarely equalled. 7-9 round, recurved, casually ruffled, ivory throated florets are precisely placed on steeple-like heads that have a generous bud count. Bulblets are exceptional growers often making marketable spikes even here in Minnesota. From Beauty's Blush, Minaret has inherited a remarkable quality of disease resistance. A coming commercial.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**MIXTURE** For those who don't have the hobbyist's instinct to have their glads labelled or who like an unlabelled collection just to see what surprises it may have in store for them, we make up this mixture from the regular varieties in our list, often including some high priced variety that we may be long on and sometimes putting in a few interesting seedlings that were too good to discard. I don't believe a better mixture is available anywhere.

(L 10-1.00) (M 10-70)

**MOTHER FISCHER**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (400) (Fischer, 1951) (85 days) (Pink Paragon x Elizabeth the Queen) In all the floral kingdom whites never seem to be over-abundant. They have a universal appeal that makes them acceptable at any time and for every occasion. Perhaps, too, it is because we all instinctively admire this symbol of purity and innocence. Mother Fischer is a refined, ruffled white that makes an exceptionally fine bulb. The leading commercial white.

(L 2-.30; 10-1.20) (M 10-.80)

## OPALESCENT

See page 3.

**ORCHID FRILLS**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (466) (Fischer, 1955) (80 days) (Elizabeth the Queen x Beauty's Blush) Orchid Frills is a queenly flower. Its delectable light orchid tone blends with ineffable smoothness to a soft creamy throat. But, in the nobility of its form and perfection of its ruffling lie much of its beauty. Orchid Frills has good field performance.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**PACTOLUS**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (418) (K. & M., 1947) (80 days) (Maskerade x Pfitzer's Wunderkind) The most spectacular blotched variety ever introduced. Its prominent scarlet blotch on a warm buff ground reminds one of the departing sun swimming in the liquid amber of the evening sky. Or one might call it the pansy glad, since the blotches cover almost as much of the petals as the blotches of pansies. A good grower that readily opens eight beautifully ruffled, flat-open, round blooms. Deserving of the popularity it enjoys.

(L 2-.30; 10-1.20) (M 10-.80)

**PARTY RUFFLES**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (406) (Rich, 1957) (85 days) (White Goddess x Orange Ruff) Party dressed is this imposing, gorgeously ruffled, pink-tinted cream glad. The petals are ruffled, crimped and fluted to the extreme. It will open 8 or 9 large, round, elegantly styled florets on strong stems. This lavish glad will be a party event when you see it in bloom for the first time.

(L 1-1.00) (M 1-.75)

**PAUL BUNYAN**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (542) (Melk, 1955) (85 days) (Seedling x Seedling) This huge salmon-pink with the deep rose throat is named for the legendary giant, Paul Bunyan. The florets are ruffled and fluted with 8-10 opening on 5 foot spikes. Really massive!

(L 1-.30; 10-2.50) (M 1-2.0; 10-1.50)

**PINAFORE**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (300) (Fischer, 1957) (80 days) (Little Sweetheart x Friendship) Mother Nature was extremely lavish with her ruffling when she fashioned Pinafore. But, clever seamstress that she is, she tucked a few fancy puckers in the throats, too. Pinafore is a sparkling white of extraordinary substance. Its spikes grow straight and tall carrying up to 8 open florets on 17-19 bud heads. A fine addition to the 300 class and

a grand variety for the connoisseur. See picture on page 20 showing its intense ruffling.

(Any size, each 50c; 10-4.00)

**PINK CHIFFON**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (460) (Fischer, 1953) (75 days)

(Seedling of Lavender & Gold x Dawn Glow) The color of Pink Chiffon is such a delicate shade of pale rose-pink that one may not at first appreciate its worth. Arrange it alone with just a touch of foliage, or let yourself go, and make a real "super-duper" with the addition of pale pink roses, snapdragons, or whatever flowers and filler suggest themselves to you. You'll have fun and satisfaction, too. Pink Chiffon is an ideal florist's glad. Works up well for every purpose being especially adaptable with wedding accessories. One of the loveliest bridal pieces we ever saw was made with Pink Chiffon.

(L 2-.30; 10-1.20) (M 10-.80)

**PINK DIAMOND**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (440) (Fischer, 1954) (70 days)

(White Christmas x Friendship) Pink Diamond is a fitting name for a gladiolus that has the exquisite pink hue and the same authentic sparkle and glitter of these lovely gems. It has a frostiness of sheen, an overlay of diamond dust such as is found only in God's own handiwork. The slender 30-inch head holds 6-7 heavily ruffled, heavily-textured round florets open at once in a formal but graceful array. Few varieties have given us the fine testimonials that Pink Diamond has.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**PINNACLE**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (578) (Jack, 1956) (85 days)

(Better Times X (Greta Garbo x Dawn Glow)) Well named, this spectacular spire-like giant is the best 500 size blue that has been offered the public in a long time. Opens 9-11 huge 6-inch pale blue florets studded with a purple blotch on tall spikes. The petals are long, flaring and wavy. Pinnacle produces those whopper spikes but the florets often open irregularly. In spite of this one deficiency, Pinnacle will become a leading variety.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**POINSETTIA**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (450) (Johnson, 1952) (85 days)

(Parentage unknown) The sensational red of 1952 and it is still holding its own along with the leading reds. Poinsettia is a clear, flaming scarlet-red that opens about 7 round molded florets on ramrod stems. We got a lot of good cutting from this variety last summer.

(L 2-.30; 10-1.20) (M 10-.80)

**PROF. GOUDRIAN**  $\frac{\star \star \star}{\bullet \bullet \bullet}$  (500) (K. & M., 1950) (75 days)

An improved version of the older Snow Princess. This is saying a lot, as good old Snow Princess was one of the leading glads of all time. Physical characteristics and performance are all of the best. It will open up to 8 well placed florets on tall, well proportioned spikes. Prof. Goudrian is to be reckoned with on the show table; a top commercial.

(L 2-.30; 10-1.20) (M 10-.80)

**PROSPECTOR**  $\frac{\star \star \star \star}{\bullet \bullet \bullet}$  (410) (Leffingwell, 1953) (85 days)

(Derived from Golden Goddess, Royal Gold and various seedlings) If we had been hunting for gold we couldn't have been more excited than when we found Prospector the first time. We promptly laid claim to a block of stock of this yellow and golden-lipped discovery. Florets ruffled and round as a dollar fit neatly on the stately spikes. Makes exemplary plants and produces quantities of bulbets which for us have grown well.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

# 1958 *Feature*

by CARL



**TOYTOWN** — abalone shells, funkia and glad foliage.



**CUTIE** — caladium leaves and celosia.



**FROLIC**—glad foliage.



**NOWETA**



ed

## ARRANGEMENTS

STARKER



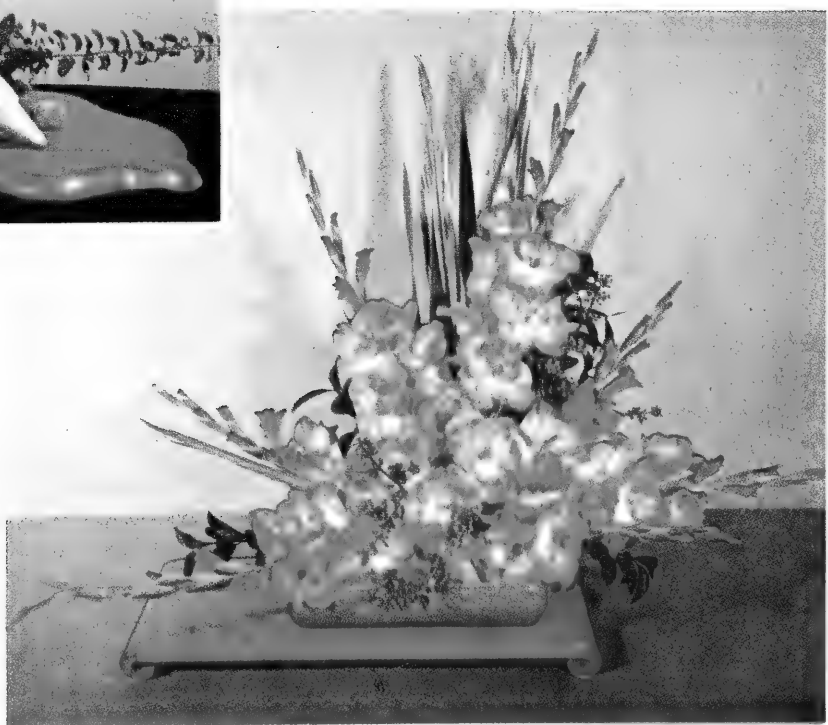
**GUNSMOKE**—spirea and glad foliage

**SEEDLING**—dried palm fronds, gladiolus and plum leaves, and unknown berry.

for quality bulbs.



**FIFTH AVENUE**—spirea, glad and caladium leaves.





**Party Ruffles**



**Dark Brilliance**



**Tigertone**



**Blue Smoke**

**PURPLE BURMA** ★ ★ ★ ★ (570) (Boewe, 1955) (85 days) (Sport of Burma) Our leading 1955 introduction! A mutation of Burma and like its parent it enjoys the same fine qualities; the sumptuous ruffling, the fluting, the heavy suede-like substance, the rich velvety texture, the fine, long heads, the generous bud count, and the same vigorous growth in the field. Burma is still unchallenged in a glorious rose-red but now it is duplicated in a still more glorious rich, deep-purple. Purple Burma is a kingly flower, wearing a rich velvet robe of regal splendor. See color illustration on page 36.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**RED RADIANCE** ★ ★ ★ ★ (450) (Melk, 1953) (85 days) (Red Charm x Spotlight) This flashy, scintillating flower will illuminate your cutting garden and provide you with many thrills thru the season. We recommend your buying several sizes so that you will have a succession of bloom. Just the shade of red the florists ask for. Red Radiance opens 7 to 9, 5-inch florets on tall spikes. Extremely prolific. We are enthusiastic about this coming commercial.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**REGINA** ★ ★ ★ ★ (520) (Palmer, 1953) (80 days) (Picardy x Orange Gold) This huge light orange with apricot shadings strengthens the orange class considerably. It is ruffled, needle-pointed and of very heavy substance. Regina opens 7-8 well-placed florets on long heads.

(L 2-.30; 10-1.20) (M 10-.80)

**ROSA** ★ ★ ★ (462) (Flad, 1957) (75 days) (Traveler x Edgewood) Rosa is deeper than Edgewood with the form of Traveler. It is a strong grower of tall, sturdy spikes with flowerheads of 20-22 buds. Should be popular as an exhibition and commercial variety.

(Any size, each 50c; 10-4.00)

**ROSARIO** ★ ★ ★ (463) (Fischer, 1953) (70 days) (Elizabeth the Queen x Rose O'Day) A jewel for consistency as well as beauty, it will carry 10 open florets in Sunday-go-to-meeting array. Trim as a lead pencil as the fashion ads would say. Rosario has a sharp, vivid raspberry deep in the lower petal. Makes a fine bulb.

(L 2-.30; 10-1.20) (M 10-.80)

**ROSE SPIRE** ★ ★ ★ ★ (460) (Fischer, 1957) (75 days) (Beauty's Blush x Rose Charm) (Patent Pending) As the name implies, Rose Spire makes lofty, spire-like spikes having up to 10 open on a 22-23 bud flowerhead. It opens remarkably well in water and keep its color and size to the tip; very important characteristics in a good commercial. But, nature saw fit to add another important quality and that is the ability to make marketable spikes from all sizes of bulbs! No other glad we know has the lively clear rose coloring of Rose Spire. It is glorious in the field but even more eye-catching indoors.

(Any size, each 50c; 10-4.00)

"The bulb of Golden Sunshine produced one of the best spikes I have had in my patch so far. It is a grand yellow."  
—Herbert H. Hadow, Wisconsin

## ROYAL STEWART

See All America Glads on page 9.

## RUFFLED DREAM $\frac{\star\star\star\star}{\bullet\bullet\bullet}$ (440) (Fischer, 1955) (85 days)

(Friendship x Evangeline) Ruffled Dream is certainly one of the most beautiful varieties originated at Noweta Gardens. When you see this gorgeous "dream pink," with its pearly lustre, heavy substance, perfect ruffling and finely sculptured form, you will share our enthusiasm for it. Like its parent, Friendship, Ruffled Dream is a model grower; it is robust, makes clean, healthy bulbs and cuts especially well from small bulbs. Like Evangeline, it has an upward lilt to the floret but we have found this quality an asset in using it in floral compositions. When the florets face perfectly one could not wish for a finer specimen for exhibition. Each precisely formed floret is enlivened with a soft creaminess in the throat. When Ruffled Dream blooms in your garden it will be an event.

(L 1-.30; 10-2.50) (M 1-.20; 10-1.50)

## RUFFLED EBONY $\frac{\star\star\star\star}{\bullet\bullet}$ (454) (Fischer, 1953) (70 days)

(Melrose x Black Diamond) For a deep organ tone in the symphony of glad colors try midnight-hued Ruffled Ebony. This congo colored glad is rich in color appeal. Its brilliance of sheen makes it appear as though the flowers had been recently polished. You will thrill at its chiseled perfection of form and lavish ruffling.

It has but 16 buds and opens 5 or 6 florets, but what beauty! It is the only glad in its color class that has those broad petalled, round florets that suggest opulence and substance like leather. Ruffled Ebony is a sure stopper with garden visitors.

(L 1-.20; 10-1.50) (M 2-.30; 10-1.20)

## SALMAN'S SENSATION $\frac{\star\star\star}{\bullet\bullet}$ (578) (Salman, 1953)

(90 days) A five-foot heavy-substanced, medium blue that has been a sensation for many fans. The largest and tallest of all the deep blues. Cuts well from small sizes. Here to stay awhile.

(L 1-.20; 10-1.50) (M 2-.30; 10-1.20)

## SALMON QUEEN $\frac{\star\star\star}{\bullet\bullet\bullet}$ (532) (Schrenck, 1955) (80 days)

(Alladin x Heart's Desire) Hailed as the ideal for both the exhibitor and the commercial grower, Salmon Queen combines the qualities both desire in a glad. It is tall and ramrod straight; opens up to 11 of its 21 buds in perfect placement; and, its color is a clean medium salmon with a creamy-white throat. Add to these the ruffling and needlepointing of the florets and excellent field performance and propagation and you have a "top glad".

(L 1-1.00; 5-4.00) (M 1-.75; 5-3.00)

"I thought Snow Velvet, Ruffled Dream, Admiral and Innocence were out of this world and of course, Snowdrift is always outstanding."

Robert W. Schessler, Pennsylvania

### Rose Spire



# Noveta Glad's



for  
**LOVELIER  
ARRANGEMENTS**



▲ ROSEBUD  
PICOTEE

◀ WILD ROSE

PINAFORE ▲

PINK CHIFFON ▶





**SANS SOUCI** ★★ ★ (436) (K. & M., 1951)  
 ●●●● (85 days) (J. V. Kon-  
 yenberg x Joe Wagner) Named after Frederick the  
 Great's pleasure palace at Potsdam ("Without Care").  
 This spire-like scarlet beckons across the field. Its  
 rounded florets have an easy grace, its color a lucent  
 glow. Robust and precocious, few glads cut as well  
 from small sizes. Sans Souci is deserving of its rank  
 as a leading scarlet.

(L 2-.30; 10-1.20) (M 10-.80)

## SATELLITE

See page 3.

## SAVOY

See page 3.

**SIERRA SNOW** ★★ ★ (400) (Harris, 1951)  
 ●●●● (80 days) (Arctic  
 Snow x Elizabeth the Queen) White as new-fallen  
 snow on the lofty Sierras is this variety. As the Sier-  
 ras are high among mountains so is Sierra Snow tall  
 among glads. A grand commercial that opens many  
 large, ruffled florets at once. The connoisseur will  
 object some to the tawny cream throat overlaid with  
 a faint purple line but nevertheless this snowy glad  
 deserves a spot in every garden.

(L 2-.30; 10-1.20) (M 10-.80)

**SNOW CLAD** ★★ ★ (500) (Harris, 1953)  
 ●●●● (80 days) (Florence  
 Nightingale x White Sport of Elizabeth the Queen)  
 Another grand white from the brush of one of Amer-  
 ica's foremost hybridizers, Jack W. Harris. He already  
 has given us Florence Nightingale and Sierra Snow,  
 and now, Snow Clad seems destined to be widely  
 grown also. It is a clean-cut, starchy, cream-throated  
 alabaster white; a 5-6 footer!

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**SNOWDRIFT** ★★ ★★ (500) (Fischer, 1954) (75  
 ●●●● days) (White Christmas  
 x Dawn Glow) This ruffled, waxy, snow-sculptured

*ROSA—with Solomon's seal and yew.*



stylist is a flower one dreams about but rarely sees.  
 While enjoying its grace, elegance and purity one is  
 moved by a silent message from above. From mid-  
 season on until frost our crew gravitated to Snowdrift  
 while cutting flowers for the florists. Small bulbs pro-  
 duce marketable spikes. It is a rugged grower from  
 bulblets.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**SNOW VELVET** ★★ ★★ (400) (Fischer,  
 ●●●● 1956) (80 days)  
 (Parentage Unknown) Snow Velvet brings to mind  
 the old Russian Folk Tale of the Little Snow Maiden.  
 She came into being when a lovable, childless couple  
 decided to make a little snow girl after watching the  
 neighboring children fashion a great snow woman.  
 They had so long dreamed of a little girl that out of  
 their tender longing they fashioned a beautiful crea-  
 ture, the loveliest ever seen. As they fondly ex-  
 pressed the wish she suddenly came to life and  
 danced before them, her garments all frosty white and  
 sparkling in the silvery moonlight. But when spring  
 approached and they wished to keep her she melted  
 away for she was a friend of Frost and Snow. Like  
 the little Snow Maiden, Snow Velvet is a sparkling,  
 frosty white with no warmth of cream in its make-up,  
 but unlike the Snow Maiden, Snow Velvet revels in  
 the warmth of summer, producing a marvelous inflo-  
 rescence of velvety, ruffled florets—8-11 open on a  
 22-24 bud flowerhead—just the kind of spikes show en-  
 thusiasts like for exhibition. A wonderful glad for  
 wedding decorations; especially useful in basket work.  
 Cuts well from small; propagates well; and, makes  
 strong, healthy, deep-green plants. Snow Velvet is a  
 leading introduction.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

**SPARKLING EYES** ★★ ★ (401) (Jack 1953)  
 ●●●● (85 days) (Better  
 Times X (Greta Garbo x Dawn Glow)) A honey!  
 This stretchy, bluish white has violet-purple bull's eyes  
 super-imposed on every floret. The long ribbons of  
 bloom are precisely styled. You'll never forget Spar-  
 kling Eyes! A handsome glad appropriately named;  
 produces handsome bulbs, too!

(L 1-.20; 10-1.50) (M 1-.30; 10-1.20)

**SPIC AND SPAN** ★★ ★ (444) (Carlson,  
 ●●●● 1946) (80 days)  
 (Picardy x New Era) Spic and Span is more widely  
 grown commercially than any other variety. It is the  
 leading Florida cut-flower for winter shipping. Spic  
 is a top contender on the show table, too, with its  
 formal, ruffled salmon spikes.

(L 2-.30; 10-1.20) (M 10-.80)

**SUMMER QUEEN** ★★ ★ (542) (Fischer, 1955)  
 ●●●● (80 days) (E. C. Cole  
 x Burma) Summer Queen opens 8 large, ruffled florets  
 of heavy substance on straight stems of good height.  
 The florets sometimes have a mild flecking making  
 this variety appear more ruffled than is actually the  
 case. The heavy substance of the flowers contributes  
 to easy handling without bruising or crushing. The  
 color is a pleasing salmon, somewhat warmer in tone  
 than Spic and Span. An armful has an attractive qual-  
 ity that quickly catches the eye of the florist.

Makes particularly healthy plants and bulbs that are  
 round, plump and smooth. Summer Queen is a very  
 heavy producer of bulblets that germinate easily and  
 grow rapidly into the larger sizes.

(L 2-.30; 10-1.20) (M 10-.80)

**TAN-GLO** ★★ ★ (480) (Arenius, 1954) (90  
 ●●●● days) (Connecticut Yankee x  
 Elizabeth the Queen) Tan-Glo is a soft, rosy, light  
 tan that has catapulted to immediate popularity. The  
 leading exhibition smoky. It opens ten five-inch flo-  
 rets on long heads. Not extra fancy but it is a good  
 performer.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**TEXAS WHITE** ★★ (500) (Fischer, 1956)  
 ●●● (95 days) (Snow Princess x Evangeline) Texas White is just that, a colossal white! Not the ultimate in beauty, but what it lacks in pulchritude it makes up in rugged vigor. When well grown, the spikes are unbelievably large, the florets measuring 6-7 inches in diameter.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

**THE RAJAH** ★★★ (570) (Jack, 1951) (85 days) (Picardy x Rosemarie Pfitzer X King Lear) Robed in all the richness of an Indian potentate, The Rajah ranks as one of the three leading purples in commerce today. Purple Burma and King David being the other two. The Rajah opens 8 crisp, round, slightly ruffled florets of lustrous sheen on model spikes. A fine cutter.

(L 2-.30; 10-1.20) (M 10-.80)

**TIGERTONE** ★★★★★ (324) (Fairchild, 1957)  
 ●● (70 days) (Crinklette x Radiance) Commercial cut-flower growers shy from the decorative 300 size group because of lack of bud count and smaller sized florets, but we have always felt that this group is deserving of more emphasis. They are just the size to cut and arrange in the house. Tigertone strengthens this size class considerably. It is a ruffled, round orange scarlet that opens six on graceful spikes. For two years we have admired this cheery glad among our trials.

(M 1-.75)

**TRAVELER** ★★★ (460) (Torrie-Flad, 1952)  
 ●●● (85 days) (Oriental Pearl x Eglantine) Traveler, a light rose pink with a faint deep-rose blur in the throat, sends up a majestic spike carrying 10-12 open on a 22-24 bud head. Florets are well attached, nicely frilled, and good texture.

(L 2-.30; 10-1.20) (M 10-.80)

**TROUBADOUR** ★★★ (470) (Fischer, 1957) (75 days) (Beauty's Blush x Gloaming x Rose O'Day) The haunting, poetic beauty of this glad will make your heart sing as did the troubadours of old. Traveling about the countryside of France and Italy, these colorfully dressed musicians entertained with their stories in song. Troubadour has a story—a true one, to tell you, too. Partly in picture as on page 13 and the back cover, and partly in your garden when it surprises you with its earliness and vigor, its height and regal bearing.

(Any size, each 50c; 10-4.00)

## VALOR

See page 3.

**VIKING** ★★★ (436) (Fischer, 1957) (75 days) (Red Charm x White Gold) This bright scarlet with bold white lines is named for the rugged Norsemen who are said to have landed on our continent five centuries before Columbus. Though history does not credit the Vikings with the discovery of America, you'll be glad to discover a "Viking" in your garden. This fiery scarlet excels in commercial potential, producing tall, ramrod straight spikes with ease from all sizes. Because of its exceptionally fine disease-free bulbs and vigorous growth we predict that like the Vikings of old this cheery glad will be long remembered. See color plate on the back cover.

(Any size, each 50c; 10-4.00)



Maytime



*Friendship*

**Noweta Garden's Best  
Known Introduction**



# COLLECTION OF 22 SUPER-GIANTS

**If you are receiving this catalog for the first time and don't know what to buy, here is the ideal place to start.**

If you want to astonish your neighbors and friends by growing some really colossal glads in your garden, we recommend the following collection, carefully selected not only for outstanding size and height, but for color-variety. So you may realize what giants these glads really are, we have indicated below the actual size of well-grown specimens. **To the best of our knowledge this collection embraces most of the largest glads now in commerce.** Whether you are a beginner or a connoisseur, you will want these outstanding glads in your gardens!

Variety	Color	No. Open At Once	Size of Floret	Height	Price Each
1. Admiral	Deep Blue	6-8	5"	52"	.50
2. Campanile	Lavender	8-10	5"	60"	.30
3. Copper Lustre	Smoky	8-10	6"	59"	.35
4. Debbie	Orange	6-7	5 1/4"	59"	.50
5. Forsythia	Yellow	6-7	5 1/4"	58"	.25
6. Francesca	Lavender	6-8	5"	58"	.25
7. Frivolity	Pink	5-7	5 1/2"	56"	.50
8. Golden Sunshine	Yellow	7-9	6"	60"	.50
9. Harrisburger	Red	7-8	5 1/4"	60"	.25
10. King David	Purple	7-9	6"	58"	.15
11. Look	Pink	6-7	6"	62"	.15
12. Lorelei	Cream	7-8	5"	58"	.50
13. Paul Bunyan	Pink	7-9	6"	60"	.40
14. Prospector	Yellow	6-8	5"	58"	.25
15. Regina	Light Orange	7-8	6"	59"	.25
16. Salman's Sensation	Deep Blue	6-8	5 1/2"	60"	.20
17. Snow Clad	White	10-12	6"	68"	.25
18. Snowdrift	White	8-10	5 1/2"	52"	.15
19. Summer Queen	Salmon	7-9	6"	59"	.15
20. Tan Glo	Smoky	8-10	5 1/4"	58"	.25
21. Texas White	White	6-7	6"	62"	.25
22. Viking	Red	8-10	5 1/2"	60"	.50

**One Large Bulb of Each: Total Catalogue Value**-----\$6.85

**Single Collection (a \$6.85 value) for**-----\$ **5.00**

**Double Collection (a \$13.70 value) for**----- **9.50**

**Triple Collection (a \$20.55 value) for**----- **14.00**

**Quadruple Collection (a \$27.40 value) for**----- **18.50**

**Quintuple Collection (a \$34.25 value) for**----- **23.00**

**Sextuple Collection (a \$41.10 value) for**----- **27.50**

**For one of the TOP THRILLS of your gardening career, order one or more of these collections of Super-Giants!**

# QUANTITY PRICE LIST--Not Prepaid

THIS LIST SUPERSEDES ALL PREVIOUS LISTS

Small orders from this list can be shipped cheaper by parcel post. Please send sufficient postage to cover if wanted by mail.

Approximate weight per 100 bulbs packed: No. 1—7½ lbs.; No. 2—5½ lbs.; No. 3—4 lbs.; No. 4—2 lbs.

Prices indicated are F.O.B. St. Charles, Minn. 25 or more bulbs of the same size and variety will be sold at the hundred rate.

\* Varieties marked with asterisk may be had by the 1000. Multiply the 100 price by 8 to obtain the 1000 price. 250 may be purchased at the 1000 rate.

PRICE PER 100	1½ in. up 1	1¼ in. to 1½ in. 2	1 in. to 1¼ in. 3	¾ in. to 1 in. 4
ADMIRAL -----	\$30.00	\$30.00	\$30.00	\$30.00
AQUA QUEEN -----	30.00	30.00	30.00	30.00
ARES -----	12.00	----	8.00	----
CALICO -----	30.00	25.00	20.00	15.00
CAMPANILE* -----	15.00	12.00	9.00	7.00
CARVED IVORY -----	30.00	25.00	20.00	16.00
CHEER LEADER -----	30.00	30.00	30.00	30.00
CONTENTMENT -----	30.00	30.00	30.00	30.00
COPPER LUSTRE -----	20.00	18.00	15.00	----
DEBBIE -----	25.00	22.00	18.00	----
DUSK* -----	7.00	6.00	5.00	4.00
ELMER'S ROSE* -----	6.00	5.00	4.00	----
FIREFLY -----	30.00	30.00	30.00	30.00
FIRE OPAL* -----	7.00	----	5.00	----
FORSYTHIA -----	8.00	----	6.00	----
FRANCESCA* -----	6.00	5.00	4.00	3.00
FRIENDSHIP* -----	6.00	5.00	4.00	3.00
FRIVOLITY -----	30.00	30.00	30.00	30.00
GINGER -----	7.00	----	----	----
GOLD* -----	7.00	6.00	5.00	4.00
GOLDEN BOY -----	12.00	10.00	8.00	6.00
GOLDEN HOUR -----	25.00	20.00	15.00	12.00
GOLDEN SUNSHINE -----	30.00	30.00	30.00	30.00
HARRISBURGER* -----	7.00	6.00	5.00	4.00
HELIOS -----	7.00	----	5.00	----
INNOCENCE -----	30.00	30.00	30.00	30.00
KING DAVID* -----	7.00	6.00	5.00	4.00
KING SIZE -----	8.00	----	6.00	5.00

	1½ in. up 1	1¼ in. to 1½ in. 2	1 in. to 1¼ in. 3	¾ in. to 1 in. 4
LOOK	7.00	----	----	----
LORELEI	25.00	20.00	16.00	12.00
MIXTURE*	5.00	4.00	3.00	2.50
MOTHER FISCHER*	6.00	5.00	4.00	3.00
PACTOLUS	7.00	6.00	5.00	----
PAUL BUNYAN	15.00	12.00	10.00	8.00
PINAFORE	30.00	30.00	30.00	30.00
PINK CHIFFON*	7.00	6.00	5.00	----
PINK DIAMOND	9.00	8.00	7.00	6.00
POINSETTIA	7.00	6.00	----	----
PRINCESS	----	----	5.00	4.00
PROF. GOUDRIAN	7.00	6.00	5.00	----
PROSPECTOR	8.00	7.00	6.00	5.00
RED RADIANCE	12.00	10.00	8.00	----
ROSEBUD PICOTEE	8.00	7.00	6.00	----
ROSE SPIRE	30.00	----	30.00	----
RUFFLED DREAM*	12.00	10.00	8.00	----
RUFFLED EBONY	12.00	10.00	----	----
SALMAN'S SENSATION*	7.00	6.00	5.00	----
SANS SOUCI*	6.00	5.00	4.00	----
SIERRA SNOW*	7.00	6.00	5.00	4.00
SNOW CLAD*	7.00	6.00	----	----
SNOWDRIFT*	7.00	6.00	5.00	----
SNOW VELVET	30.00	25.00	20.00	----
SPARKLING EYES	8.00	7.00	6.00	5.00
SPIC & SPAN*	6.00	5.00	4.00	3.00
SUMMER QUEEN	7.00	6.00	----	----
TAN GLO	10.00	8.00	7.00	6.00
TEXAS WHITE	10.00	8.00	6.00	----
THE RAJAH*	7.00	6.00	5.00	----
TRAVELER	7.00	6.00	----	----
TROUBADOUR	30.00	30.00	30.00	30.00
VIKING	30.00	30.00	30.00	30.00
VIOLET CHARM	8.00	7.00	6.00	----
WILD ROSE*	10.00	8.00	7.00	----

THIS LIST SUPERSEDES ALL PREVIOUS LISTS

# Customer Quotes

"Hildegard is the best red in my garden this season —planted in an un-mulched place; very dry, and still it grew tall with excellent placement and performance."

—Beulah Fortnam, Pennsylvania

"I shall remember for a long time your Gunsmoke and Texas White right side by side in my 1957 plantings. Both gorgeous things and a beautiful combination, I thought."

—W. Jay Dittman, Michigan

"This year we have had Snowdrift as good as we have ever had it, as this beauty consistently throws long heads and holds 10 open right out in the garden. No fancy words can aptly describe Snowdrift as it must be seen to be really appreciated. Even in the 500 class it can win. Indeed a good one is a threat for championship honors at the biggest shows."

—Marvin & Melvin Schrimpf, Wisconsin

"Last year I bought 17 varieties of glads from you and there wasn't a single disappointment; most were far better than I had hoped. The quality of corm and excellent varieties you offer make it hard to keep from buying something of everything."

—Murray J. Smidt, Illinois

"I am so pleased with Innocence. It was gorgeous. Spikes very uniform, good height, plenty open and excellent color. Truly I was so enthused about it that I thought it was the best thing I had ever seen since viewing the first bloom of Picardy."

—John Majeski, Oregon

"I have won many Blue Ribbons at the various shows and last year's Grand Champion at the Wisconsin State Fair was my Snowdrift. It was the first time I ever had a judge tell me that any entry was absolutely without flaw."

—Henry W. Gauger, Wisconsin

"Carved Ivory came skipping along in 65 days and what a beauty! . . . Wild Rose grew 66 inches tall and sported a 37½ inch head with 25 buds, 9 of which were open at the same time."

—Stone Sisters, Minnesota

"I have had some beautiful spikes of your Caribbean, Appleblossom, Snow Velvet, Juno and Innocence. I just missed winning in our show with a beautiful spike of Snow Velvet. This is truly an excellent variety—good substance and keeping qualities, excellent formal placement on

straight spikes and a truly white "white". This will be on my next order as I do want to increase my stock of it along with the others—especially that beautiful All American, Caribbean which has all the qualities one wants in a 'Glad'."

—O. H. Witt, Nebraska

"You would have been proud of our 'Table of Honor' at the Eleventh Annual Cherokee Glad Show. Of the 335 entries your Innocence grown by H. D. Tate was chosen the Grand Champion Spike. Your Snowdrift which I grew won the Grand Champion Three Spikes and your Golden Sunshine which I also grew was the Second Day Champion."

The three spikes of Snowdrift which won the Championship received more favorable comment than any glad I have ever exhibited. In addition to the three-spike championship, Snowdrift also took the blue ribbons in both the single spike 400 class and the recent introduction 400 class. Two Snowdrifts and one Palette won the blue ribbon in the three spike, any variety class. So the five bulbs of this variety you sent to me were responsible for one rosette and three blue ribbons.

Frivolity and Viking won blue ribbons for me in the Recent Introduction class; Lavender Petunia in the miniature class. My Innocence took the Red ribbon behind the Grand Champion and my Rose Spire won the yellow ribbon in this same class.

You certainly are to be congratulated on the fine varieties which you have originated and the many pleasures you have brought to all of us."

—Paul C. Franklin, Jr., South Carolina

"Thank you, Thank you, for the lovely bulbs of Innocence. It is the most uniform, beautiful glad I have this year; and I have some beauties, too. They were such large bulbs that I cut them all in two and they were still larger and straighter spikes than most of the others. A real winner! They easily opened 8 to 10 in the garden with 90-100 degree heat. In fact, all your new introductions I purchased this year were tops . . . Calico was just what I had imagined it to be, a nice colorful glad. I like lots of color and blotched glads."

—Mrs. Eric Hirling, Idaho

"Rose Spire is a truly lovely one and stood up well under our extremes of weather, storms and all. Frivolity was magnificent with tall, perfect spikes and 6" florets. It has perfect butterfly wings in its throats which gives that delightful feeling of movement and grace. We took our one lovely spike of Admiral to the state show and won a blue ribbon with it in a keenly contested color class."

—Mrs. W. Carleton, Oklahoma

"Viking—that is something else—if you had a five-star, five-dot special, Viking would get it in my book. Very fine placement, long spikes, no crooks, no burn in very hot sun. Opens well clear to tip and color out of this world. Of course, I am partial to red, but this is one to rave about."

—Dick Sprague, Wyoming

"Viking grew very well, straight and sturdy and a good color. Minaret from large bulb had a 31 inch flowerhead with 7 open at one time. Liked this very much. Ruffled Dream was very beautiful; two spikes from one bulb held 6 open florets each. Golden Hour perhaps attracted more attention from friends than any of the others . . . Saw your Snow Velvet at N.E.G.S. Show in Boston . . . it really is breath-taking."

—K. M. Coudrey, Nova Scotia







## *All-America Beauties*

\* EASY TO GROW \* HEALTHY \* TESTED

These are the selections of the All-America Gladiolus Trial Gardens, and are the cream of the crop. They are sure to grow and bloom for YOU! In the picture above, they are, from left to right, EMPEROR, APPLEBLOSSOM, ROYAL STEWART, MAYTIME AND CARIBBEAN.

**Uniform low bulb prices and cultural directions on other side. Every genuine bulb is packaged with the registered AAGS trademark.**

A few select florists have been licensed to offer cut flowers of the All Americas for sale. Each dozen bears the variety name with the AAGS trademark on the tag. Ask for them!!!

**NOWETA GARDENS**  
**ST. CHARLES, MINN.**



Printed in USA



The thirty-five All-America Trial Garden locations (see map) are in every type of soil and climate. Recommendation by this non-profit, industry-wide organization is recognized as the most coveted award for any gladiolus. Every variety tested is rated on thirteen specific traits: Color Value, Freedom from Short Heads, Floret Form, Substance, Facing & Placement, Attachment, Freedom from Weathering, Opening & Keeping Qualities, Individuality, Freedom from Crooking, Foliage Health, Husk & Bulb Health, Propagation. **EMPEROR** is the 1958 winner, and is now available with **ROYAL STEWART**, **APPLEBLOSSOM**, **MAYTIME** and **CARIBBEAN**.

All-America varieties are all protected by U.S. plant patents and sold at uniform low prices—the lowest ever for new, quality introductions. Even if you have not been successful with glads before, try the All-Americans. They are *different*.

**CULTURE:** AAGS recommends these steps for growing glads: (1) Open package at once and store bulb in cool dry place. (2) Plant at intervals of 10 days from last killing frost. Early plantings can stand moderate frost. (3) Plant in open sunny place, in bed or row, and in any well-drained soil. (4) Plant bulbs 5 inches deep, at least 4 inches apart. Use any good commercial fertilizer, but do not put it in

contact with the bulb. (5) Glads like plenty of water, especially when bud is forming. (6) When cutting, leave 4 leaves to mature the bulb. (7) Thrips are insect pests of glads. For complete control, use DDT dust or spray every 10 days. (8) Some growers soak bulbs in Lysol solution for 2 hours before planting and plant wet. Use 1¼ teaspoons Lysol to 1 gallon water.

**PRICE:** \$.50 each, \$5.00 per dozen (any combination) or one of each variety for \$2.25.

**EMPEROR** (Pl. Pat. Pending) is a robust grower, royal purple with light throat. A rich, distinctive color. Makes majestic spikes that grow very tall.

**ROYAL STEWART** (Pl. Pat. 1339) is a he-man red, straight and with 8-10 open at once. An outstanding winner of top Awards.

**MAYTIME** (Pl. Pat. 1591) is a real stunning pink with white throat. Delightful for arrangements. Ruffled and healthy. Remarkably easy to grow.

**CARIBBEAN** (Pl. Pat. Pending) is a light blue with throat of cream and white. Sparkling color, ruffled. A top performer in every way.

**APPLEBLOSSOM** (Pl. Pat. 1517) is white with rose-pink edges—a real beauty. An easy grower that performs excellently with only average culture.



So Easy and So Much Fun  
To Grow

**ALL-AMERICA GLADIOLUS SELECTIONS**  
**INCORPORATED**

"I want to tell you how much I enjoyed the blooms from the bulbs I got from you last spring, and especially to thank you for introducing me to your new magnificent blue, Admiral, it is the most beautiful of them all to my notion. At least, it is able to hold up its head until it has bloomed out."

—Paul R. Salmon, Indiana

"Ruffled Dream and Carved Ivory were exquisite even among beauties . . . The gorgeous blooms were a delight to everyone who saw them and the cut blooms were so long lasting."

—Mrs. Alfred Krisker, Michigan

"You can be proud of your Snow Velvet. It was magnificent, mammoth, just breath-taking but a little late for our show. Received a 1st on Lavender Petunia."

—Catherine Robniski, Michigan

"Of the new ones received from you last year, Carved Ivory, Goldon Hour and Campanile all performed very satisfactorily. Snow Velvet did outstandingly well! It surely looks as if this will be the white for quite some time."

—Robert A. Griesbach Illinois

"Snow Velvet seems to be the most promising exhibition white glads I've seen recently, and in my estimation, your best 1956 introduction. Had 26 buds on spikes from medium bulbs and 22-24 bud spikes from bulblets. The only fault I could see was the handle could be longer on spikes from large bulbs."

—E. A. Barlow, New York

"Orchid Frills was beautiful. My granddaughter wore one to school and her teacher thought it was an orchid. It really was as pretty as an orchid, so I want more of those."

—Mrs. J. Orville Michael, West Virginia

"Debbie was especially fine and corm reproduction was good. Rose Spire was everything you said for it. We shall grow it for years to come. We were also pleased with Contentment and Admiral."

Mrs. C. P. Andrews, Oklahoma

"I was simply delighted with the beautiful spikes of the Pink Chiffon and the two bulbs you sent of the Carved Ivory were simply out of this world. I made up my mind that I had to have more this year."

—Mrs. Clint R. Black, Texas

"When I found Viking and Admiral added to my order, I felt your deep generosity. These two were the first ones to bloom in early May. Their bright colors and the size of the spikes were thrilling."

—Anna Koluvek, California

"It would be most unfair not to give credit where credit was due, so I am most happy to tell you that the bulbs I received yesterday were excellent. I can now well appreciate the testimonials when bulbs such as these are received. I also want to commend you on your determined policy of customer satisfaction although there are times when customers are a little difficult. This I know first hand."

—Frank Gaglian, Maryland

"Believe me, I'm doing my best to convince my friends you are "the greatest". Our blooms last year from your bulbs were exquisite."

—Mrs. D. E. Vorhees, California

"Again, let me compliment you on Appleblossom. Everyone who saw it complimented it. Next spring I hope to be able to order more glads."

—Miss Harriet E. Hicks, Indiana

". . . you have always been so generous in putting in extras. Its always a pleasure and a surprise to open the package. Just like Christmas in April."

—Mrs. Wallace Johnson, Minnesota

"I had a group of Juno that looked just as beautiful as your picture in the book."

—Cecil Spatcher, Iowa

"Leif Erickson, Tan-Glo, Pink Chiffon and Juno proved to be most popular in our family. My gardening friends were amazed at the beauty of King David. I took a spike to the office and it received much praise."

—Martha Johnston, Mississippi

"The most outstanding glads I have purchased from you the past two years were Dusk, Purple Burma, Juno and Wild Rose. Wild Rose and Purple Burma have been wonderful. Carved Ivory was fine—very beautiful."

—Sidney H. Pierce, Maine

"If I had grown nothing but Carl Fischer's 1957 introductions and his All America's this year, I would have had a beautiful glad garden! They were all grand—we especially liked Rose Spire, Innocence, Contentment and Frivolity."

F. R. Versaw, Colorado

"I would guess Innocence is a sister of your beautiful Appleblossom. For me it had 22 buds, excellent placement and formation, straight spike and growing next to Appleblossom I would rate it equal with both bulbs performing equally well . . . Carved Ivory, small but gorgeous. Have you noticed it under soft light? Ruffled Dream and Orchid Frills—I would like a row of each."

—George F. Johnson, Indiana

"Just thought you would like to know that your seedling, now Rose Spire, won a Championship (best seedling) cup for me at the Heart of America Show yesterday. It was a beautiful spike, twenty-one florets, six open, and in my opinion it is a glad with more substance and beauty than \_\_\_\_\_."

—Milton Garrison, Missouri

"Purple Burma was a real beauty, with excellent spikes, 21 buds and 7 open, beautifully ruffled florets. I had four bulbs which produced seven tremendous spikes. Summer Queen was queen of them all in my plot this year. Exquisitely beautiful and a wonderful performer. Wild Rose is very well named and showed very good performance here."

—H. R. Sanderson, Manitoba.

"Wild Rose, Orchid Frills and Pink Diamond were my selections for last year. My wife said on seeing Pink Diamond for the first time, "Now there is a very beautiful pink. For my choice I would take that one over all the other pinks."

—George LaBombard, Mass.



# Noweta Gardens Varieties By Color Classes

---

## WHITE without conspicuous markings

Daintiness  
Mother Fischer  
Pinafore  
Prof. Goudrian  
Sierra Snow  
Snow Clad  
Snowdrift  
Snow Velvet  
Starlet  
Texas White  
White Lace

---

## WHITE with conspicuous marking

Crusader  
Sparkling Eyes  
White Sails

---

## CREAM

Ares  
Carved Ivory  
Lorelei  
Party Ruffles

---

## LIGHT YELLOW

Golden Boy  
Green Thumb

---

## DEEP YELLOW

Catherine Beath  
Forsythia  
Gold  
Golden Hour  
Golden Sunshine  
Goldette  
Helios

---

## YELLOW with marking

Clipper  
Firefly  
Frolic  
Gaily Clad  
Li'l Abner  
Prospector  
Statuette

---

## BUFF

Golden Palomino  
Pactolus

---

## LIGHT ORANGE

Little Gold  
Regina  
Tigertone

---

## DEEP ORANGE

Debbie  
Emily's Birthday  
Fire Opal  
Ginger

---

## DEEP SALMON

Coral Ace  
Minaret  
Peter Pan  
Salmon Queen

---

## SCARLET

Atom  
Carnival  
Corvette  
Hildegarde  
Kerry Dancer  
Sans Souci  
Toytown  
Viking

---

## LIGHT PINK

Beauty's Blush  
Cutie  
Friendship  
Little Sweetheart  
Pink Diamond  
Puck  
Ruffled Dream  
Windermere

---

## DEEP PINK

Frivolity  
Maytime  
Paul Bunyan  
Spic & Span  
Summer Queen

---

## RED

Harrisburger  
Poinsettia  
Red Radiance  
Royal Stewart  
Satellite  
Ziz Zag

---

## DEEP RED

Ace of Spades  
Dark Brilliance  
Dark David  
Fifth Avenue  
Ruffled Ebony

---

## ROSE

Appleblossom  
Calico  
Innocence  
Juno  
Opalescent  
Pink Chiffon  
Rose Spire  
Traveler  
Wild Rose

---

## DEEP ROSE

Burma  
Edgewood  
Elmer's Rose  
Margery  
Rosa  
Rosario  
Tony Boy

---

## LAVENDER

Campanile  
Contentment  
Francesca  
Lavender Petunia  
Orchid Frills  
Pint Size  
Savoy

---

## PURPLE

Emperor  
King David  
Purple Burma  
The Rajah  
Troubadour  
Valor

---

## LIGHT VIOLET

Aqua Queen  
Caribbean  
Pinnacle  
Violet Charm

---

## DEEP VIOLET

Admiral  
Salman's Sensation

---

## SMOKY

Blue Smoke  
Copper Lustre  
Dusk  
Gunsmoke  
Old South  
Spunky  
Tan Glo

---

## ANY OTHER COLOR

Bambi  
Pelletier D'Oisy

---



EVERY SERIOUS GROWER NEEDS A

# Tru-Chek RAIN GAUGE

Accurately measures  
.01 to 6 inches  
of rainfall

Nothing to rust or wear out. Lifetime plastic with aluminum bracket. Accuracy attested by three universities, government agencies, water works officials, and hundreds of growers. Gauge is smooth, one-piece molding of heavy Plexine plastic. Graduated scale is permanently marked in the plastic, is clear and easy to read. Top opening 2 1/4 x 2 1/4 inches. Length, 13 inches. Complete with aluminum bracket for mounting.

**\$3.95** postpaid

### 30-DAY TRIAL OFFER!

We have such confidence in the Tru-Chek rain gauge that we will guarantee to refund your money in full if you are not completely satisfied with it and return it within 30 days of purchase.

### PROTECT GLADS FROM THRIP AND DISEASE

As an extra precaution against disease and thrip we recommend that you dust your bulbs with DDT and Captan. DDT is the universally accepted dust for thrip and Captan seems to be the best new fungicide. We are offering a 5% Captan, 5% DDT dust for your convenience. Just put a teaspoon or two of the dust in a five pound paper bag. Fill it one-quarter full with bulbs or bulbets, fold the top down securely and roll and shake the bulbs well and pronto—they are dusted. May also be used as a dust to apply on your plants during the summer.

1 lb. .... \$ .85 Postpaid  
3 lbs. .... 1.70 Postpaid

### KODACHROME SLIDES

Again we have several sets of 2 in. x 2 in. (35mm) kodachrome slides to offer to garden clubs and glad societies for projection. (One set is available for distribution in Canada.) With a very propitious blooming season we were able to photograph many of the newest and most talked of varieties, thus making our sets quite up-to-date again. The sets also contain many novel Starker arrangements, dramatic pictures of other flowers as well as beautiful nature scenes. There are approximately 200 slides in all. RENTAL FEE \$3.00.

Let us know well in advance the dates on which you wish the slides. They are in heavy demand during the winter and spring months.

AFTER VIEWING THEM, PLEASE FORWARD THEM IMMEDIATELY TO THE ADDRESS WE GIVE YOU SO THAT SOME OTHER FLOWER CLUB OR GLAD SOCIETY MAY ENJOY THEM. If no forwarding address is given, the slides are to be returned to us.

## HOW TO GET THE MOST OUT OF YOUR GLADIOLUS

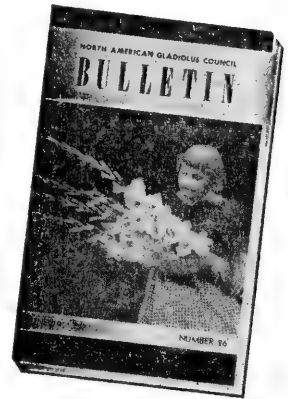
Join the

# North American Gladiolus Council

*Thousands Already Have!*

Only N.A.G.C. offers so much for the  
**GLAD FAN.**

- **FOUR BULLETINS** a year crammed with the latest information on growing, hybridizing, pest control, new varieties, shows.
- **THE N.A.G.C. CLASSIFICATION**—Hundreds of GLAD varieties classified as to color and size for Show Purposes.
- **SPONSORSHIP OF THREE OF THE COUNTRY'S LEADING GLADIOLUS SHOWS!**
- **A REGISTRY**—For new originations!
- **THE FAMOUS NAGC TRIAL GROUNDS** — For accurate evaluation of new GLADS!
- **MEMBERSHIP** in a truly International Organization!



**ALL THE ABOVE AND MUCH, MUCH MORE  
FOR ONLY**

**\$2 per year dues**

Just fill in the application blank below and mail to  
**NORTH AMERICAN GLADIOLUS COUNCIL.**

**NORTH AMERICAN GLADIOLUS COUNCIL,  
Henry S. Sentman,  
820 Ontario St.  
Havre de Grace, Maryland**

I would like to join the North American Gladiolus Council and enclosed is my \$2.00 membership dues.

Name .....

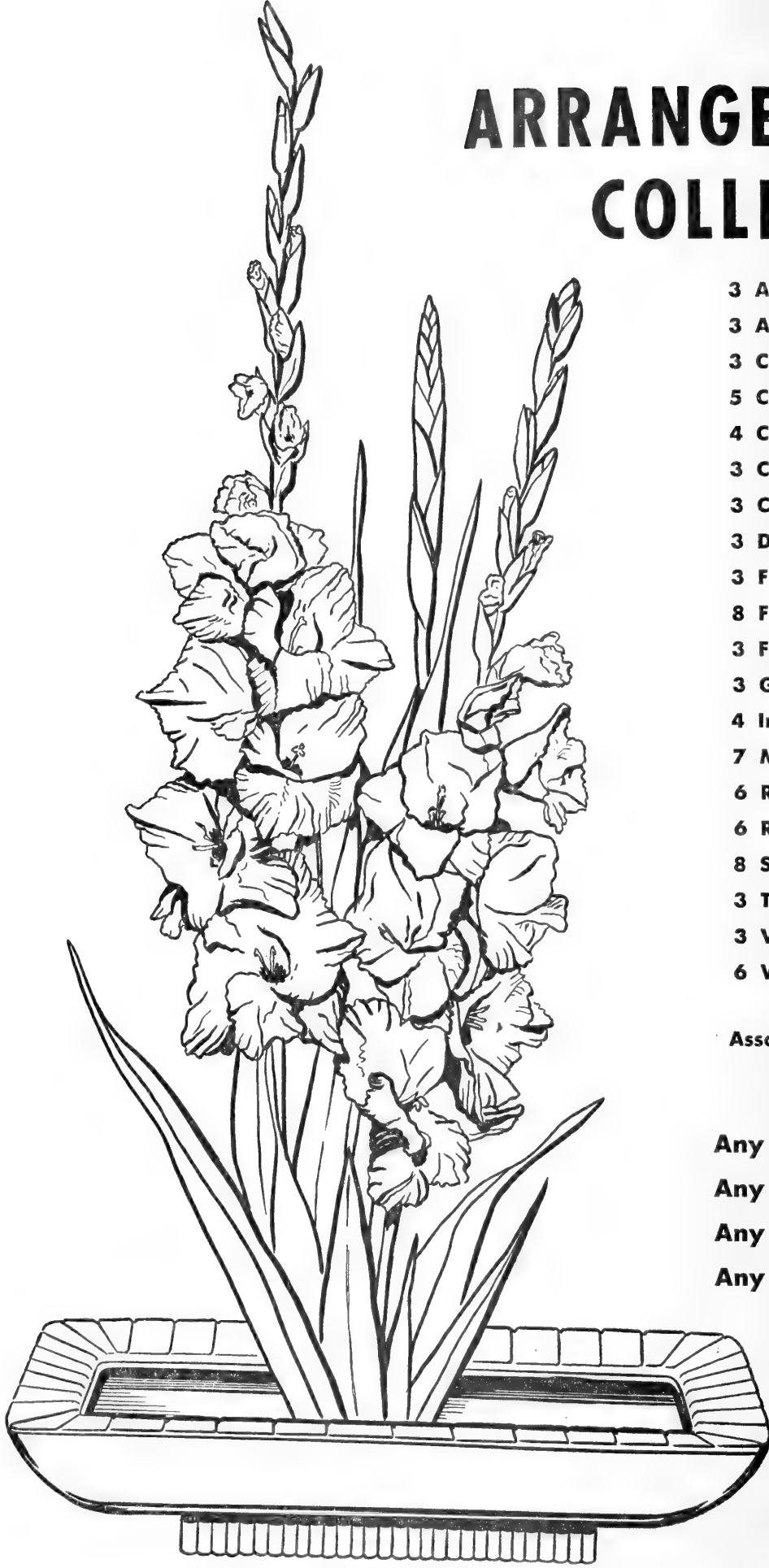
Street .....

City..... State.....

Recommended by:

**NOWETA GARDENS**  
St. Charles, Minn.

# ARRANGER'S COLLECTION



- 3 Admiral
- 3 Aqua Queen
- 3 Calico
- 5 Campanile
- 4 Carved Ivory
- 3 Contentment
- 3 Cheer Leader
- 3 Debbie
- 3 Firefly
- 8 Francesca
- 3 Frivolity
- 3 Golden Hour
- 4 Innocence
- 7 Minaret
- 6 Red Radiance
- 6 Ruffled Dream
- 8 Snowdrift
- 3 Troubadour
- 3 Viking
- 6 Wild Rose

Assorted Sizes, Large  
and Medium

Any 5 items \$ 4.00

Any 10 items 7.50

Any 15 items 11.00

Any 20 items 14.00

## VIOLET CHARM ★ ★ ★

(476) (Jack, 1953) (85 days) (Better Times X (Greta Garbo x Dawn Glow)) Some of the most imposing spikes we had last summer were in the Violet Charm row. Spike after spike was a sight to behold. This charming glad is a pleasing shade of light lavender-violet with a deeper spear tipped with cream. 7-9 recurved and lightly ruffled florets are formally placed on the tall spikes. A dependable grower. Bulbs are plump and round as apples.

(L 2-.30; 10-1.20) (M 10-.80)

## WHITE LACE ★ ★ ★ ★

(300) (Fischer, 1951) (70 days) ((Elizabeth the Queen x Lavender and Gold) X Starlet) White Lace has the substance of an Easter Lily plus exquisite ruffling so intense it produces that puckered effect in the throat called "knuckles" found only in a very few glads of lavish beautiful form. If you want a glad that is absolutely tops for wedding decorations and choice make-up work, depend on White Lace.

(L 2-.30; 10-1.20) (M 10-.80)

## WINDERMERE

See page 3.

## WHITE SAILS ★ ★

(401) (Arenius, 1954) (85 days) This ruffled, fuchsia-blotched white, is a leader in its class. Has a fine record of show winnings to its credit also. White Sails will open 9-12 of its 20-24 buds at once.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00)

## WILD ROSE ★ ★ ★

(460) (Fischer, 1955) (80 days) (Beauty's Blush x Rose Charm) Words are much less effective than the dramatic and accurate picture, see page 24, in describing the poise and personality of this rosy flower. Magnify this rendition in printer's ink about 5 times and you have Wild Rose! It opens 7 to 8 heavy-substantiated, cream throated florets on tall, graceful spikes that stand as erect as ten-pins. Because of its beauty and model behavior in every way, we predict Wild Rose will be one of our leading introductions and will be widely grown.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

"Thank you too for the fine bulbs we receive from you, with special thanks for the free ones. Pink Diamond is the most elegant bloom I have ever seen. Orchid Frills is lovely. Glorious Fire Opal was generous and produced two spikes from the large bulbs which you sent."

—Mrs. M. I. Roberts, Washington



# Tiny

**ATOM** ★ ★ ★ ★ (236) (Hedgecock, 1946) (80 days)  
(Kewpie x Golden Brown) A dashing, dancing, dazzling little elf. He's robed in brilliant scarlet and he wears a creamy white halo at all times. He craves to come right in the house with you and loves to be surrounded with other flowers. He admires creamy yellows, whites, reds, and bronzes. In the garden he is hale and hearty, and in storage, outshines his neighbors.

(2-.30; 10-1.20)

**BAMBI** ★ ★ ★ ★ (290) (Pierce, 1954) (80 days)  
(Arethusa x Pelletier D'Oisy) Bambi shares with its parent, Pelletier D'Oisy, the distinction of being one of the most unusual glads on our list. The color is a tawny-chartreuse with an orange-red blotch and an orange picotee—a combination that will startle you the first time you see it. Bambi opens 6-7 lightly ruffled florets on a 16-18 bud head. It is slow to germinate tho' it propagates well.

(1-.60; 10-5.00)

**CORVETTE** ★ ★ ★ (136) (Butt, 1957) (70 days)  
(Red Button x Seedling) Corvette represents a new advance in the realm of small gladiolus. It is a model of the large type, much reduced in size. This tiny medium scarlet with richer, deeper throat grows up to 36 inches in height with 16-18 buds in formal placement. Opens 6-8 slightly ruffled florets. See our half-tone cut, on the opposite page, of an unusual Starker composition.

(1-1.00; 5-4.00)

**CUTIE** ★ ★ ★ (241) (Kundred, 1940) (70 days)  
Just that! The cutest little glad, a face up! Try using it and you'll find it so easy to put together. I'd classify it as a light rose (261) with a deep rose throat instead of a light pink. See our charming color illustration on page 20.

(1-.25; 10-2.00)

Old South





# Tots

**DAINTINESS** ★ ★ ★ ★ (Butt, 1953) (200) (70 days) (Crinklette x Wedgwood) In our estimation the best white miniature. The heavily ruffled creamy-white florets have excellent substance and fine carriage on their graceful, slender stems. Daintiness is a good grower and a fast propagator.

(1-.25; 10-2.00)

**EMILY'S BIRTHDAY** ★ ★ (224) (Butt, 1955) (60 days) Named for Mrs. Leonard Butt as it bloomed for the first time on her birthday which is one of the first days of July. A very early bloomer for us. It is a nicely ruffled apricot-salmon with a yellow throat dusted with scarlet.

(1-.35; 10-3.00)

**FIFTH AVENUE** ★ ★ ★ ★ (254) (Hedgecock, 1951) (85 days) (Atom x King Lear) High style and rich coloring mark Fifth Avenue as a Top glad. Though our lovely color picture on page 21 does not catch the deep, silky maroon shade, it does show the graceful form. Five to six round, carved, glistening toy saucers are neatly attached to wiry stems of 15-17 buds.

(2-.30; 10-1.20)

**FROLIC** ★ ★ ★ ★ (213) (Bork, 1953) (80 days) (Pactolus x Wedgwood) The gaudiest, gaiest glad on our list! Frolic is splashed with color. Its ruffled, deep yellow florets are covered with large, bright scarlet blotches on the lower petals with a smattering brushed on the upper petals. The 15 bud spikes with 4-5 open florets make a very flashy display. The color picture on page 20 is a reasonable likeness.

(1-.35; 10-3.00)

**GAILY CLAD** ★ ★ (211) (Hardy, 1951) (70 days) (Golden Frills x Ophir) We are happy to introduce you to this gaily clad little gem. It is a striking novelty. Huge red hearts are securely anchored to the 4 or 5 open round ruffled yellow florets. Early. Prolific.

(1-.20; 10-1.50)

**GOLDETTTE** ★ ★ ★ (210) (Butt, 1954) (80 days) This round, recurved, heavily-substanced, little yellow is well recommended by us. It is so chaste and clean as well as neatly styled. It has an extra fine bulb.

(1-.40; 10-3.00)

**GREEN THUMB** ★ ★ ★ (210) (Butt, 1956) (60 days) (Statuette x Seedling) A tall ruffled greenish yellow from the brush of America's foremost originator of "tiny tots", Len Butt of Huttonsville, Ontario. Comes highly recommended.

(1-.50; 10-4.00)

**LAVENDER PETUNIA** ★ ★ ★ ★ (269) (Marek, 1952) (65 days) (Crystal x Abu Hassan) The 4-5 airy, round, plain-petalled deep lavender florets on thin wiry stems contrast dramatically with the large icy-white throats of Lavender Petunia. Crooks some but for arrangements you will welcome that graceful curve. Fast becoming a leader among the "tiny tots". Unfortunately our color illustration is too strong in the blue tone.

(1-.35; 10-3.00)

Corvette



## Bulb Sizes of Tiny Tots

We will fill your orders with 1 inch (No. 3) and up. If possible, we will mix the sizes.



Daintiness.

**LI'L ABNER** ★ ★ ★ (213) (George, 1956) (65 days) Some years ago Li'l Abner's gal friend, Daisy Mae, was introduced to the glad world. But, unlike the comic strip characters, Daisy Mae is a big girl and our Li'l Abner belongs to the little fellows. You'll be captivated, as we were, when you see his jam-smudged face. For these tiny yellow florets with their reddened edges and throat mark look just like that. He's as cute as he is colorful! Opens 5-6 florets on a 12-15 bud head. See page 35.

(1-.50; 10-4.00)

**LITTLE GOLD** ★ ★ ★ (220) (Fischer, 1950) (Golden Poppy x Premier) This daintily ruffled little gem is often preferred when flowers are being arranged for golden anniversaries. Its golden-orange color suits this purpose very well though it is equally popular for any other occasion. Opens its florets more readily when the stems are cut short. See opposite page.

(2-.30; 10-1.20)

**LITTLE SWEETHEART** ★ ★ ★ (240) (Fischer, 1948) (80 days) (Sweetheart x Myrna) Little Sweetheart is a love-at-first-sight glad—full of that romantic type of beauty that one dreams about but rarely sees. Its waxy, snowy-white throat, pink school-girl complexion and excellence of form place it in the upper brackets of pulchritude.

(1-.25; 10-2.00)

**OLD SOUTH** ★ ★ ★ (286) (Almey, 1944) (85 days) (Bittersweet x Kawartha) This smooth rose-smoky heads its class in popularity in the N.A.G.C. Symposium. Old South is just the shade that blends well with either warm or cool colors. It is a lusty grower and nearly a 300 in size

(1-1.00; 5-4.00)

**PELLETIER D'OISY** ★ ★ (290) (Lemoine) (65 days) This miniature is the oldest and the oddest variety in our catalogue. Pelletier D'Oisy is a rather plain-petalled, recurved chartreuse flower with a red throat blending to pepperings of red on the lips. It is a "natural" for exotic or sophisticated arrangements.

(1-.25; 10-2.00)

**PETER PAN** ★ ★ ★ (233) (Butt, 1952) (75 days) (Harlekin x Crinklette) No collection of tiny glads is complete without Peter Pan. It seems to be a fine performer everywhere. A pleasing array of orange-salmon and ruffles, neatly carved on graceful stems. The florets are so pleasingly round, recurved and heavy-substanted.

(2-.30; 10-1.20)

**PINT SIZE** ★ ★ (168) (Evans, 1954) (70 days) The smallest glad in our list, a tiny clear lavender with a creamy white throat. Brought into the house, it is surprising what one can do with this little "pint-size".

(1-.35; 10-2.50)

"I bought glads from four concerns this year and it was easy to tell which came from your concern. They were so much more vigorous; better bloomers and everything."

—Dick Sprague, Wyoming



## *Little Gold*

An extremely valuable small glad for the arranger. In a low flat bowl we have grouped it in a triangular placement in combination with anemone Kelwayi for a very pleasing effect. Small rhubarb leaves and a few flat weathered rocks add interest to the composition.

### **SPECIAL**

20 bulbs (1 inch & up)

\$1.95 (a \$2.40 value)

## *Lavender Petunia*

The three broad, swordlike gladiolus leaves repeat the ascending rhythm of the LAVENDER PETUNIA spikes. Rhubarb and dwarf bleeding heart leaves tie a fancy bow above the recurved rim of the round bowl.

### **SPECIAL**

15 bulbs (1 inch & up)

for

\$3.90 (a \$4.50 value)





Atom



Pint Size



Toytown

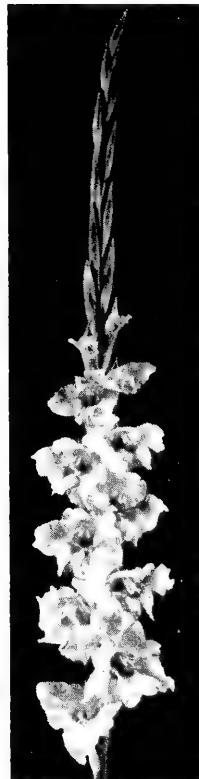
## *Tiny Tot Thrifties*

- 2 Bambi
- 5 Cutie
- 5 Daintiness
- 10 Fifth Avenue
- 3 Frolic
- 7 Gaily Clad
- 3 Goldette

- 3 Lavender Petunia
- 2 Li'l Abner
- 10 Little Gold
- 5 Pelletier D'Oisy
- 2 Toytown



Peter Pan



Statuette

Any 5 items (a \$5.00 value) \$3.95

Any 10 items (a \$10 value) \$7.60

(each item a different variety)

*Little Sweetheart*



**PUCK** ★ ★ (241) (Cormack, 1953) (70 days) (Fadist x Seedling) X Lucille) The addition of Puck to our Tiny Tots helps to round out the color classes. While we have not seen this one, it comes highly recommended and we are confident that you will find this tiny pink with a large dark throat attractive and useful. Grows straight and opens 5-6 well-attached blooms at once. Robust and prolific.

(2-.30; 10-1.20)

**SPUNKY** ★ ★ (286) (Fairchild, 1951) (80 days) (Radiance x Atom) A smoky brown shading darker in the throat. The petals are edged with a distinctive white line. Try using it with yellow, orange or red shades in a copper or rustic container.

(1-25; 10-2.00)

**STARLET** ★ ★ ★ (200) (Baerman, 1944) (80 days) ((Zona x Baby Decorah) X Queen of Bremen) A supremely graceful little glad, whose tiny, frilly, snow-sculptured blooms seem to perch like white butterflies on the thin, wiry stems. This bewitching little beauty is invaluable for wedding decorations and small table arrangements.

(2-.30; 10-1.20)

**STATUETTE** ★ ★ ★ ★ (211) (Butt, 1950) (65 days) (Harlekin x Crinklette) A tiny ruffled yellow with amazing inflorescence. Statuette easily opens 8 on a slender, straight 16-18 bud spike. It has a faint pencilling of lavender in the throat. Grand for arrangements and a sure winner on the show table.

(2-.30; 10-1.20)

**TONY BOY** ★ ★ ★ (263) (Kundred, 1952) (85 days) Tony Boy is odd and striking. It is a reddish rose with huge creamy white throat blotches. Unusual form—petals are lacinated and recurved. Tall, slender, willowy. Good grower.

(1-.25; 10-2.00)

**TOYTOWN** ★ ★ ★ ★ (236) (Butt, '54) (60 days) A brilliant light red with a flashy yellow beacon throat. The many round, heavily ruffled and heavy-substanted florets are gracefully placed on slender stems. One of our top favorites. Makes fine bulbs that propagate well. See Carl Starker's theme on page 20.

(1-.50; 10-4.00)

**ZIG ZAG** ★ ★ ★

(251) (Fierce, 1954) (85 days) (Nadia x Perky) Zig Zag has a long list of winnings on the show table. It is probably the only Tiny Tot that has ever won the distinction of Grand Champion of the show. A light red with splashes of gold in the throat of the 3¼ inch florets, it will open 6-7 on long heads in an informal, disciplined, zig-zag arrangement.

(1-.75; 10-6.00)



*LIL ABNER with roadside foliage and calla lily leaves.*





*Purple  
Burma*

The yellow pottery is the perfect contrast for the rich PURPLE BURMA glad, gracefully arranged in a pewter-washed copper container. The simple horizontal lines of the 3 hosta leaves suggest an upward rhythm and at the same time offer a stark contrast with the fancy fluting and ruffles of the purple glad.

**PURPLE BURMA OFFER: 10L, 10M for  
\$2.45 (a \$3.20 value)**

# Snowdrift

15 Large

for

**\$2.15**

(a \$3.00 value)



# Begonias



It is with great pleasure that we recommend to our customers a choice selection of Tuberous Begonias from our Pacific Coast friends, Antonelli Brothers of Santa Cruz, California. These delightful flowers have long been a special favorite with us and our introduction to some of the newer types this past summer has greatly advanced our interest in them. Never had we seen such huge blooms, such intense ruffling, and such a variety of color—delicate pastels, vivid reds, glowing yellows and dazzling picotees—to name a few. They were a joy to all who saw and admired their entrancing beauty.

When begonias are happily located in the right soil and given the right amount or water and shade, they will produce flowers from July until frost in this area. (The blooming period will be longer in milder climates.) It is very important that the begonias receive the proper culture in order that you may enjoy them to the utmost. The tubers are ready to be planted when they show evidence of sprouting, not before. The sprouted tubers then may be placed in nursery flats or shallow containers on a mixture of leaf mold and sand. Cover the tubers with this mixture so only the tips of the sprouts show as the roots develop from the top and sides of the tuber. The flat should be watered well and then not watered again until it shows dryness. The tubers should be kept in the flat until the plants are four to five inches tall. This helps develop a strong root system and a stronger plant. At this stage the begonia is ready for potting or planting outdoors. In Minnesota we do not put our begonias outdoors until Decoration Day or when it is safe to transplant tomato plants.

Begonias are a shade-loving flower so they should be planted on the north side of buildings or where there is light tree shade—never in direct sunlight. They benefit from early morning or late evening sunlight, however. Too much shade causes tall, spindly plants and few flowers. Good air-circulation is necessary, too, as plants kept indoors will drop their buds and flowers.

When the begonias are ready to be put outdoors care should be taken in planting them so the points of the leaves face the front of the bed or toward the observer. The flowers form on this side of the plant and you will want them to show to advantage.

If you plant directly into the ground, the soil should be well prepared in advance. Begonias like a fairly loose, well-drained soil. In our heavy soil we have worked in leaf mold, rotted manure and peat which has proved very successful. Our begonia bed is several inches higher than the lawn bordering it which assures good drainage. Begonias may be potted in 8-9 inch azalea pots with a mixture of seven parts of leaf mold, one part barnyard manure and three parts sandy loam as recommended by Antonelli's. Water should be applied only as the soil shows dryness. A liquid or fish emulsion fertilizer applied at two-week intervals during the blooming season will aid in producing more and better flowers.

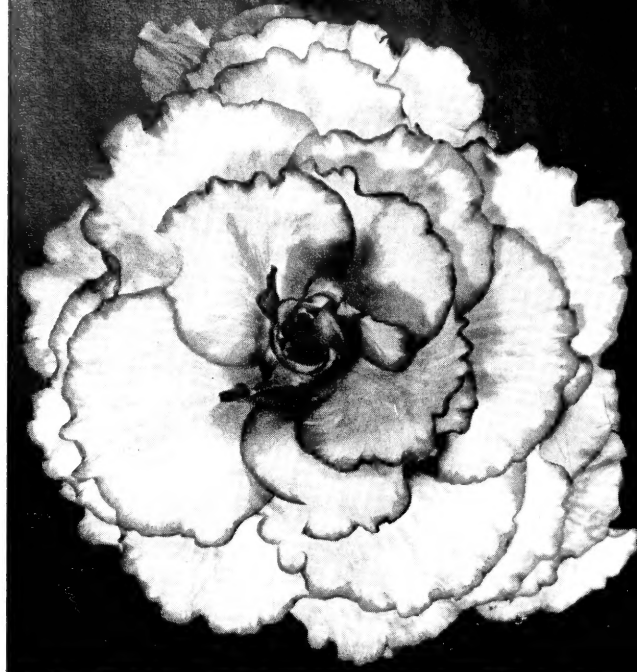
Begonias combine well with glads in flower arrangements, (see our color illustration on page 37) and as their blooming season coincides we hope you will have much enjoyment growing and arranging these two versatile flowers.

### BEGONIA SPECIAL

A well-rounded assortment of colors and types.

Price: (1½-2 inches)

**18 for \$5.00**



## Double Camellia TYPE

The most popular of the tuberous begonia types, resembling roses or camellias.

Colors: White, Pink, Rose, Red, Yellow and Orange.

Price: (1½-2 inches) \$ .50 each; 12 - \$5.00

## Picotee TYPE

The Picotee type is characterized by its contrasting colors. These flowers are either daintily edged or strikingly mottled with a contrasting color.

Colors: Pink, Rose or Apricot.

Price: (1½-2 inches) \$ .50 each; 12 - \$5.00

## Ruffled Camellia TYPE

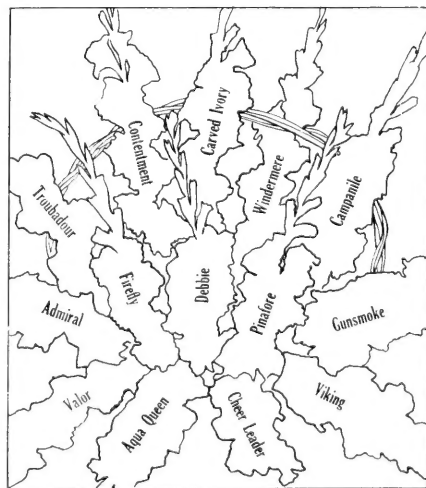
The Ruffled Camellia type resembles the camellia but it is larger and extremely ruffled.

Colors: White, Pink, Yellow, Salmon, Scarlet and Apricot.

Price: (1½-2 inches) \$ .50 each; 12 - \$5.00

Complete Cultural instructions are included with each Begonia order.

→  
Legend  
for  
Back  
Page







## **NOWETA NOVELTY COLLECTION**

***Here Are the Best NEW Glads!***

(For identification of varieties, see reverse of page.)

1 L of Each, 14 Bulbs, (a \$6.80 value) for **\$5.00**    2 L and 2 M of Each, 56 Bulbs, (a \$20.00 value) for **\$10.00**